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COSMETICS • SOAPS • FLAVORS

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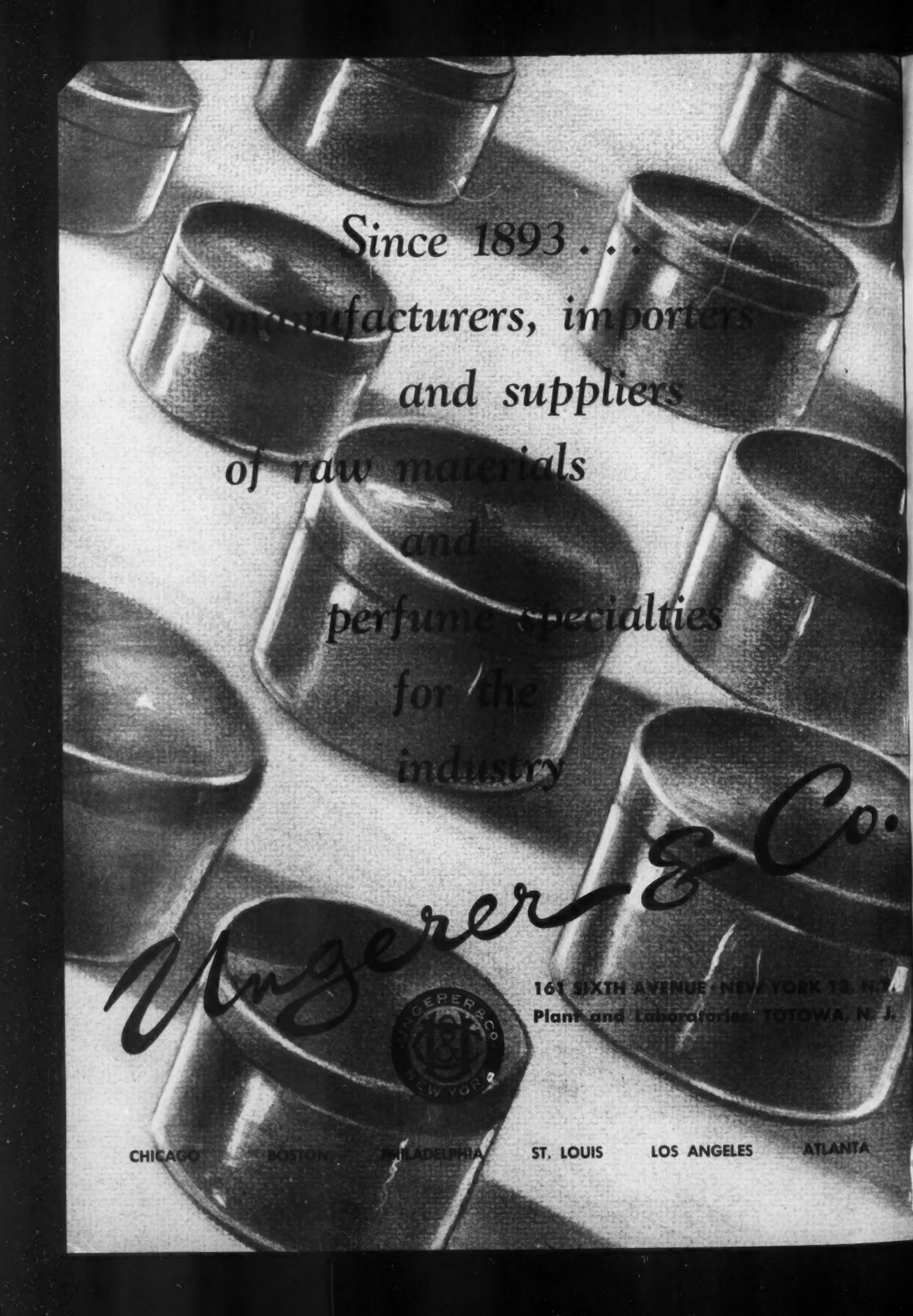
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February, 1951 85

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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

Established 1906

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The toilet goods industry is again faced with the threat of shortages in basic perfume materials. New and unexpected curtailments are already in force. Yet the exact pattern of shortages that developed during the previous emergency period is unlikely. How is the manufacturer to guide his thinking?

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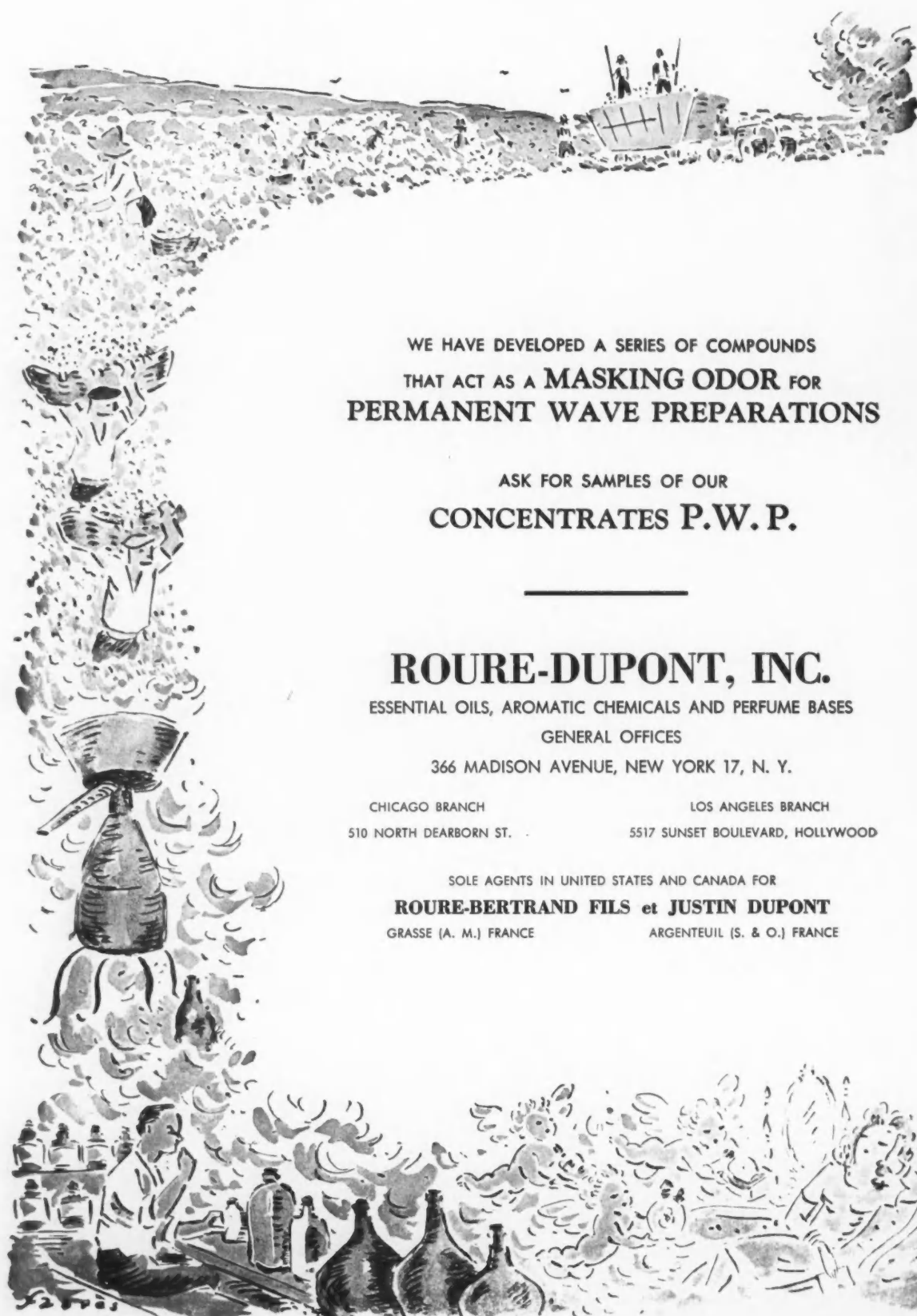
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Pages from Our Perfumer's Notebook

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Remarks: Very useful in any composition needing a deep carnation-spice odor. This specialty has none of the chemical harshness of eugenol or iso eugenol. It is strongly characteristic, but in the composition produces a soft, floral delicacy.

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For Use In: Cosmetic creams and lotions.

Odor Type: Fresh, leafy, diffusive fragrance.

Remarks: If you're looking for something that will give your product a nice, refreshing odor effect - something not too costly - try an addition of 2 or 3% of this specialty to your composition. It will give you a very pleasing and satisfying result.

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For Use In: All types of perfumed products.

Odor Type: Warm, deep, ambre-like

Remarks: This is an excellent fixative and modifier for use in Floral Bouquets, Fantasy Bouquets and Orientals. In light bouquets, suggest using from 2 to 3% and anywhere from 5 to 10% for the heavier scents. Its use will add greatly to the character of your composition - warmth, depth and powerful fixation.

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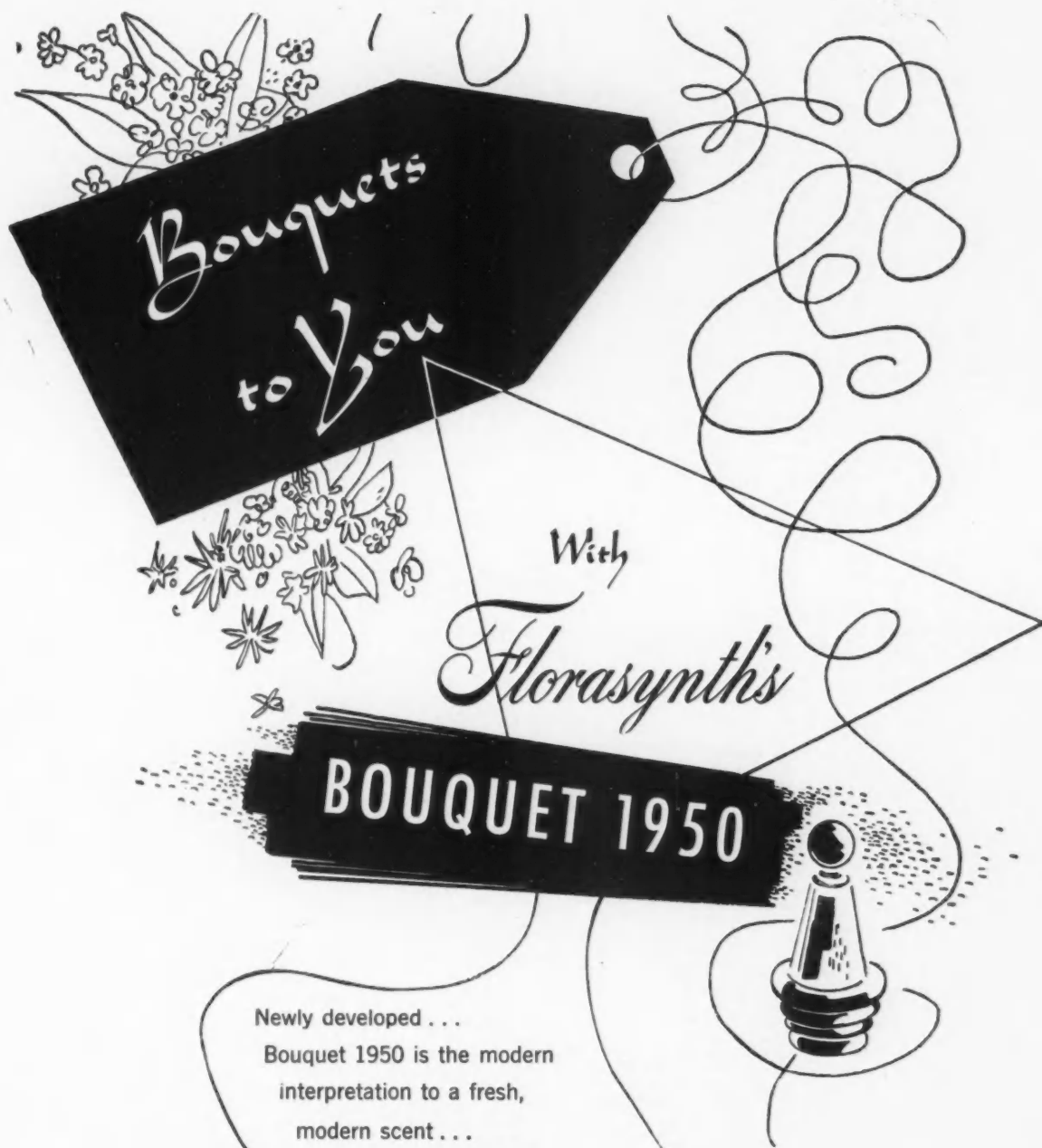


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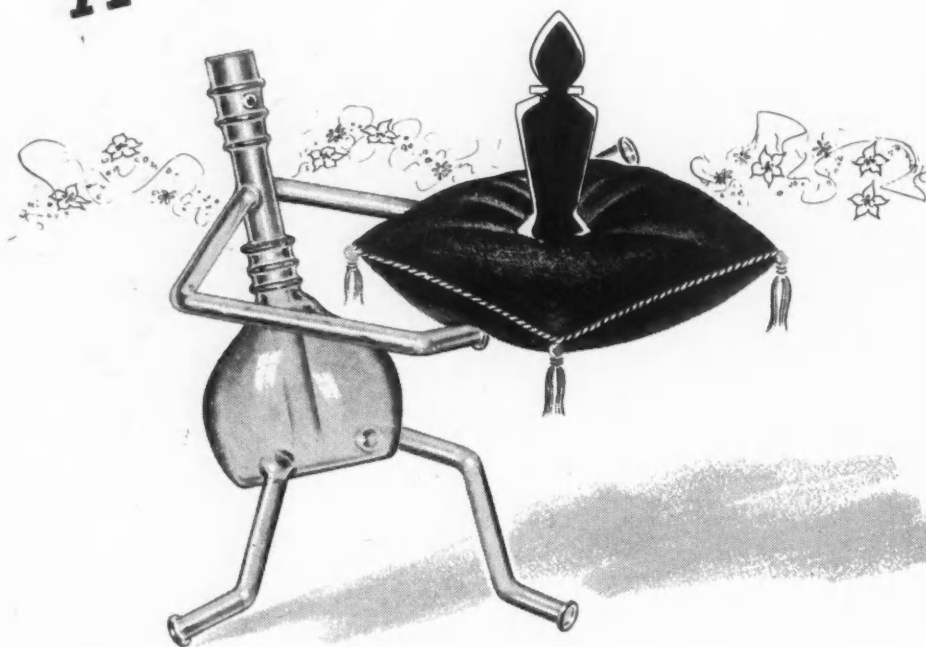
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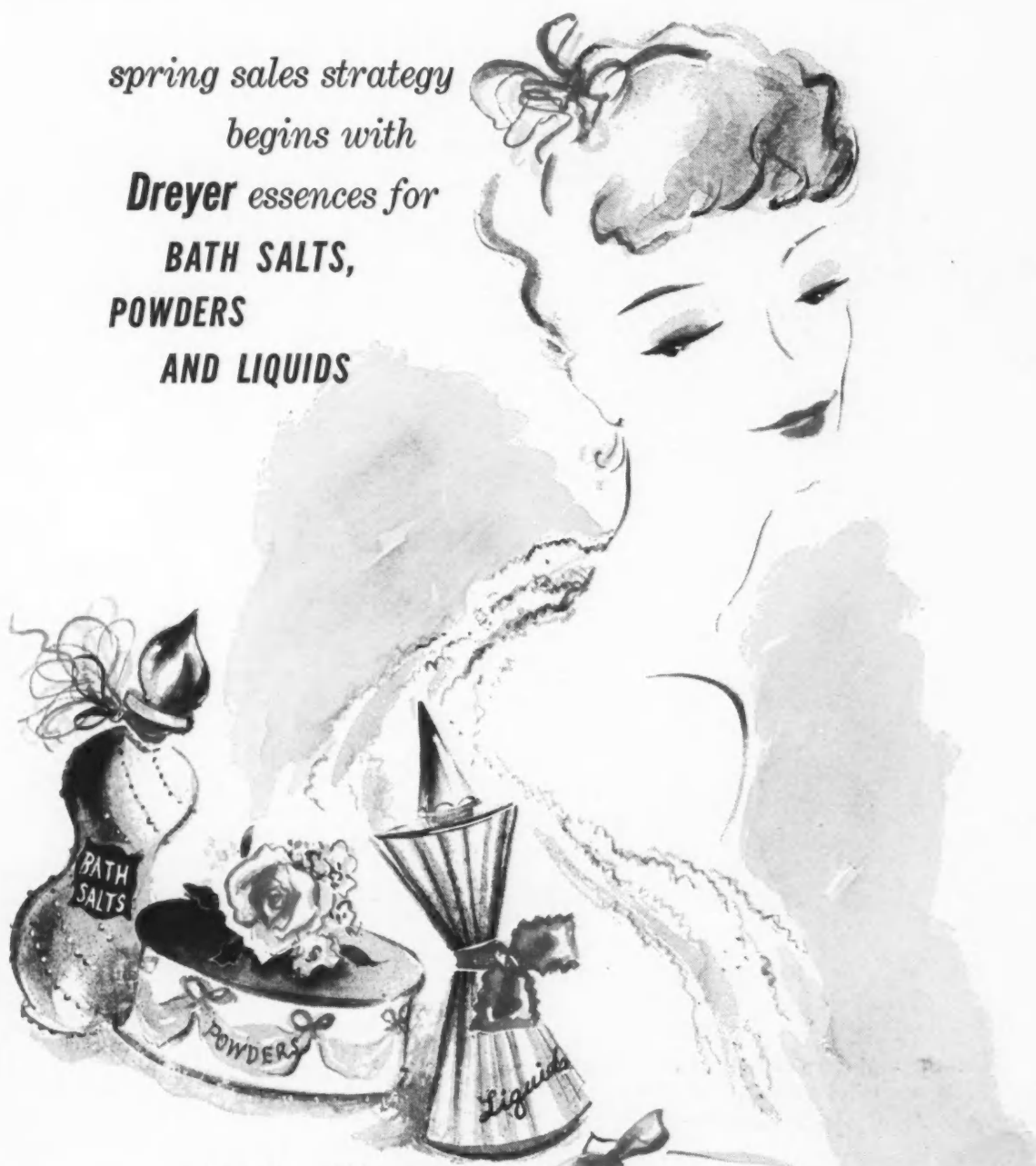
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Desiderata

by MAISON G. DENAVARRE

Junk

Nothing is more disturbing to read than booklets on cosmetic formulations written by so-called beauty experts. Reading one bought on the magazine counter recently in the new pocket edition, one wonders how the expert got to be an expert with all the wrong knowledge she possessed.

More recently a recipe in a similar type of publication gives the following formula for dandruff and falling hair: to one gallon of *rain* water add 1 pound of table salt and let stand overnight. Strain, boil the next day for ten minutes, strain again and add a violet perfume. This preparation is to be used twice a day. The recipe failed to mention whether it was to be taken internally or applied externally.

Isn't that a honey of a formula? But here is another good one called "Best Tooth Cleanser": *mix together cigar ashes and castile soap.*

And to think that some people will actually try to make products for the purpose mentioned from such formulas! Is it any wonder that the industry is vulnerable to criticism with this kind of information making the rounds?

Creamy Permanent Waves

A patent was recently granted to cover the use of a stabilized dispersion of synthetic resins for producing the cloud or milkiness in a cold wave solution. This automatically withdraws such a resin from public use.

A new stabilizing dispersion of another synthetic resin is now available. This solution is anionic, has a faint, pleasant odor with a pH of 4.0 and is readily miscible with thioglycolate solutions. Ordinarily 2½ per cent of the concentrated dispersion sold, is required for the proper results.

Another product offered for the

same purpose is actually a thick stabilized emulsion of lanolin with surface active agents. The latter not only aids in making the original emulsion but also enhances penetration of the waving solution.

This thick emulsion need only be added to the extent of about 2 per cent to the thioglycolate solution and adjust the pH. The primary emulsion has a pH of about 8.9.

Cream Shampoo

The standard thickener for sodium coconut alcohol sulphate paste shampoo has been hard soap or sodium stearate. However polyethylene glycol 400 distearate in concentrations of from 3 to 5 per cent also has a thickening effect on both the cream and liquid synthetic detergent shampoo. Its effect on reducing the lather is less than that of hard soap or sodium stearate because it is non-ionic. In addition this new material definitely has "hair conditioning" properties. The new stearate is now in commercial production and is available at a competitive price.

Glycerin Substitutes

It is unfortunate that some publicity gave the impression that it was undesirable to make glycerin substitutions in the Drug Industry. In fact the heading for the publicity read "Glycerin Substitutes Opposed." Naturally the Drug Industry is not going to make any substitution "unless absolutely necessary" which is in line with all industry. There is no *opposition* to glycerin substitutions by the groups involved; they state simply that they do not feel that a replacement should be made in established pharmaceuticals unless it is *absolutely* necessary, as it was in the last war.

Much has happened since World War II in the field of glycerin "substitutes." To begin with, one of the



M. G. deNavarre at work in his laboratory

glycol ethers most widely used at the time of World War II can be still used to a limited extent. Propylene glycol and the polyethylene glycols can also be used. Two kinds of sorbitol syrups are available and production capacity on these is being heavily increased.

It is doubtful if the industry will feel the real pinch in glycerin or polyols as it did in World War II unless conditions unknown at this time manifest themselves. New synthetic glycerin production helps the situation a lot.

We all know now that neither glycerin nor any of the polyols prevent drying out of cosmetic creams. Some slow down the rate of moisture loss a bit more than others under certain conditions, but in the end and over prolonged periods of time none of them can *prevent* drying out.

What these materials really do is to act as plasticizers and coupling agents. This column's experience is that none of the compounds mentioned above is a replacement for the other. The user must know the properties inherent in each material and then determine the effect that is wanted. If this is done with true diligence a formula will rarely contain but one of the above materials. More often it will contain from two to three of them for best results.

Finally, it is a mistake to consider propylene, glycol polyethylene glycols and sorbitol syrups as "substitutes" for glycerin any longer. All of these materials possess their own advantages and neither needs to rest on the laurels of the other. Having this individuality, one can readily see the advantage of using a mixture.

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If anything, it behooves the glycerin producers to take note of the price stability of propylene glycol, polyethylene glycols and sorbitol syrups over the last couple of years and particularly in the last six months. The sharp increase in the cost of glycerin does not help to make and keep friends.

Allergy

Gilman, writing in the U. S. Armed Forces Medical Journal, 1, 1155, 1950, points out the gravity of the conditions surrounding reactions to penicillin. The patient gets chills, fever, prostration, arthritic symptoms and even shock. That it is used as a cure-all by so many doctors is a well known fact. Aided by the patient, the doctor tries to

give a sure prescription for an ailment, but in doing so the patient may find himself sensitive to the drug.

At first sight this may seem far removed from the cosmetic industry but actually there is the further potential for increased sensitivity to cosmetic applications when the patient is under treatment with penicillin. Undoubtedly the cosmetic is often times blamed for something for which it is not really responsible. Therefore, reports of allergies should be thoroughly checked to make certain that the patient is not under treatment with penicillin or any of the other antibiotics as well as the sulfonamides, another highly sensitizing group of drugs.

what is on the market now.

G.E.U. New York

A. The following is a formula which we believe will suit your purpose:

A	Stearic Acid	
	XXX	4.0 per cent
	Lanolin (anhyd.)	2.0 per cent
	Sorbitan	
	Monooleate	0.5 per cent
	Polyoxyethylene sorbitan mono-	
B	stearate	2.0 per cent
	Isopropyl	
	Palmitate	2.0 per cent
	Sorbitol Syrup	2.5 per cent
	Propylene	
	Glycol N F	2.5 per cent
	Water	84.5 per cent
	Preservative	q.s.
	Perfume	q.s.

Melt and bring A to 90° C. Bring B to 95° C. Add A to B with rapid stirring at first, then stirring more slowly until the temperature has dropped to 55° C.; add perfume and agitate slowly until cold.

851: Mosquito Repellent

Q. Could you please give me the formula for a good dimethyl phthalate liquid lotion (to be used as a skin repellent lotion).

S.M.J. Mass.

A. Dimethyl phthalate is used straight as a mosquito repellent and not diluted. It is covered by a patent owned by Standard Oil Co. of New Jersey, and we would suggest you contact them before you proceed with your development.

852: Alcoholate of Rosemary

Q. How would I go about making an alcoholate of rosemary?

A.C.E. Indiana

A. We would suspect that what you meant by an alcoholate of rosemary would be equivalent to a tincture. That means 10 parts of rosemary herb or flower is extracted with enough alcohol to make 100 parts.

853: New Foaming Agents

Q. Can you give me the names and suppliers of new foaming agents—that may be used in liquid bubble bath and not be affected by soap.

T. Y. Wisconsin

A. To our knowledge there are no surface active agents that make a good bubble bath and that are not affected by soap. We have seen no explanation for the effect that soap has on bubbles caused by synthetic detergents, but anyone that has ever tried it knows it to be a fact.

Questions and Answers

848: Liquid Shampoo

Q. I would like a formula for a liquid shampoo containing say, coconut, castor and/or olive oils or some combinations of these oils together with sodium or potassium. A shampoo like the older types before the fatty acids-amine shampoo. Also please tell me how to make them in a jelly. If possible please tell me how to go about formulating a wave set in a cream form to be used for the colored trade.

S.Y.W. Ohio

A. We are pleased to refer you to the book, "The Chemistry and Manufacture of Cosmetics," for the formulations of the types of products you refer to. Thus, formula 235 for shampoo is as follows:

Coconut Oil	14 parts
Olive Oil	7 parts
Caustic Potash 50° Bé	10 parts
Water	69 parts
Color and Perfume q.s.	
	100 parts

Procedure: Heat the oils to 75°C., and add the caustic potash in a thin stream, thoroughly agitating the mixture. When gelling begins to set in, add up to two thirds of the water, which has been previously heated. Continue heating until saponification is complete (as determined by test) then add remainder of water. Color and perfume when temperature has dropped to 40-45°C. and set aside for chilling. To make this into a jelly simply decrease the amount of water, and

frankly, it would be preferred to replace part of the potassium hydroxide with triethanolamine. It is not quite clear to us what you mean by a wave set in cream form. If you have reference to a hair dressing used by the colored people, our suggestion is to mix beeswax, paraffin, rosin, petrolatum and lanolin together in a ratio you find desirable. You may try as a starter 65 per cent of petrolatum, 30 per cent of beeswax and 5 per cent of rosin.

849: Hair Dressing

Q. We would appreciate your help in suggesting a possible formula to be used for a hair dressing (pomade) to sell to colored people. We are interested in a formula containing lanolin, olive oil, cholesterol or any other ingredients that you feel would be beneficial to the hair.

K. L. I., Md.

A. It is hard to give you a straight formula for hair dressing for colored people, but we suggest you start working with a firm lanolin type absorption base and start adding to it 5 per cent of WW rosin and 5 per cent beeswax. While hot, check the degree of adhesiveness and keep increasing the rosin until you are satisfied that you have the proper product.

850: Emulsified Baby Lotion

Q. Would you send to the above address a few formulae for making an emulsified baby lotion similar to



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Aluminum Methionate: Astringent

*Extensive comparative protein precipitation tests for astringency indicate that this salt is more effective as an astringent than other common astringent agents. . . . Tests show it is harmless to fabric**

JOHN E. CHRISTIAN and GLENN L. JENKINS†

ASTRINGENTS are used therapeutically for a variety of purposes including the treatment of diarrhea, the reduction of inflammation of mucous membranes, the promotion of healing, and as anti-hemorrhagic agents. The effects produced are probably due to protein precipitation and hardening of the cell surface producing contraction and decreasing the permeability of the capillaries (1). Astringent agents, because of their ability to reduce secretion and exudation, are also used as antiperspirants.

A number of antiperspirants have been proposed to control or retard the flow of perspiration from certain skin areas by application of suitable preparations of astringent material. The more common types of preparation for this purpose contain an acid salt of a metal, usually aluminum chloride, aluminum sulfate, zinc chloride, aluminum nitrate, alum, and similar salts. Such substances are effective in stopping perspiration but are unsatisfactory and hazardous in that the use thereof frequently produces acute skin irritation or dermatitis and rots clothing fabrics which come in contact with the treated areas. This action has been shown to be due primarily to the acid radical.

In this laboratory a large number of known astringent agents were tested for astringent power and for their effect on cloth and the results compared with the values obtained using an astringent agent previously unreported. This work was done in an effort to provide a new and improved astringent agent which combines full inhibitory perspirant action equivalent to, or better than, other aluminum salts, but avoids their corrosive action and is harmless to the skin and fabrics. It was found that the utilization of one of a series of alumi-

Table I. - Casein Precipitation Ability of Some Astringent Agents

Substance	Concentration, %					
	3	5	8	10	15	20 25
AlCl ₃	+++	+++	+++	+++	+++	+++
Al ₂ (SO ₄) ₃	+++	+++	+++	+++	+++	+++
Al Methionate	+++	+++	+++	+++	+++	+++
Al Chloral Hydrate Complex	---	---	---	---	---	---
Al Sulfacetate	---	---	---	---	---	---
Al Ethane Disulfonate	+++	+++	+++	+++	+++	+++
Al o-Sulfobenzoate	---	---	---	---	---	---
Al Nitrate	---	---	---	---	---	---
Al Ethyl Sulfate	---	---	---	---	---	---
Lead Nitrate	---	---	---	---	---	---
Stannous Chloride*	---	---	---	---	---	---
Zinc Nitrate	---	---	---	---	---	---
Lead Acetate*	---	---	---	---	---	---
Zinc Acetate*	---	---	---	---	---	---
AlCl ₃ + 8% Zn Acetate	---	---	---	---	---	---
AlCl ₃ + 8% Pb Acetate	---	---	---	---	---	---
Zn Sulfocarbolate	---	---	---	---	---	---
Zn Sulfanilate	---	---	---	---	---	---
Al Sulfocarbolate	---	---	---	---	---	---

*Supersaturated Solution

+++ Indicates complete precipitation of protein, as judged by the absence of any change on addition of three drops of a 25% AlCl₃ solution to the supernatant liquid obtained after centrifugation.

+++ Indicates almost complete precipitation as shown by cloudiness on addition of the AlCl₃ solution, to the supernatant.

+++ Indicates indicates precipitation in the supernatant on addition of the AlCl₃ solution.

+++ Indicates further precipitation in the supernatant.

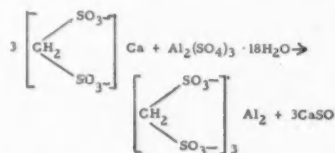
--- Indicates very heavy precipitation in the supernatant and no precipitation by the astringent tested.

num alkyl disulfonates, namely aluminum methionate, was superior to other commonly used aluminum salts.

Calcium methionate (100 Gm.) was dissolved in 250 cc. of warm water and 102 Gm. (98% of theory) of crystalline aluminum sulfate, dissolved in 250 cc. of water, was added slowly with stirring. The mixture was digested for ten minutes, cooled to room temperature, filtered, and the calcium sulfate washed with water. This water was added to the original filtrate. The filtrates may be concentrated, an analysis made, and the aluminum methionate solution used as such. The pure salt was isolated as follows: the aluminum methionate solution was concentrated until a supersaturated solution was obtained. Alcohol was added, causing the aluminum salt to crystallize out. Further purification was made by recrystallization from water and alcohol. Yield: 87 Gm. (96% of theory).

Anal.—Calcd. for C₆H₆S₂O₁₃Al₂: Al, 9.38%; S, 33.33%. Found: Al, 9.25%; S, 33.39%.

Experimental



* Published by courtesy of the Journal of the American Pharmaceutical Association.

† Research Laboratories, Purdue University School of Pharmacy.

Table II - Casein Precipitation Ability of Aluminum Chloride, Sulfate and Methionate Compared on a Molar Basis

Substance	Concentration (Molar)				
	1	0.5	0.25	0.125	0.0675
$\text{AlCl}_3 \cdot 6\text{H}_2\text{O}$ (%)	24.14	12.07	6.03	3.01
	++++	++++	+++	---
$\text{Al}_2(\text{SO}_4)_3 \cdot 18\text{H}_2\text{O}$ (%)	33.32	16.66	8.33	4.16
	++++	+++	---	---
$\text{Al}_2 \left[\begin{array}{c} \text{SO}_3 \\ \text{CH}_2 \\ \text{SO}_3 \end{array} \right]_3$ (%)	28.8	14.4	7.2	3.4
	++++	++++	++++	++++

Table III - Breaking Loads of Treated Cloth (Pounds)

Cloth Number												
1	2	3	4	5	6	7	8	9	10	11	12	13
72	69	65	65	72	59	10	12	56	39	30	50	51
68	70	62	67	61	65	5	20	51	35	55	52	44
69	63	61	66	65	64	6	13	58	36	66	41	49
71	71	66	70	66	65	7	14	56	30	56	32	48
63	66	65	57	67	67	6	14	54	53	56	51	42
62	62	59	60	66	62	11	13	62	30	58	40	41
61	66	62	67	64	61	7	20	30	21	54	51	40
61	76	64	66	66	55	10	11	49	27	65	52	39
67	69	60	70	61	59	10	14	45	30	60	54	50
64	71	60	74	62	62	10	30	53	30	56	50	40
66	60	66	65	57	69	9	18	55	17	56	55	36
66	67	66	62	65	64	5	30	45	21	61	50	36
63	72	62	68	63	70	7	15	51	27	61	48	40
75	64	69	70	64	71	11	20	49	38	58	54	45
67	68	72	72	63	67	9	15	55	30	57	53	39
Av. 66.3 67.6 62.7 66.1 63.7 64.7 8.2 15.8 52.6 33.2 56.2 52.3 42.8												
Cloth No. Specimens Tested for Breaking Load Treatment												
1	Untreated control					6	15% aluminum methionate and 8% urea in cream base					
2	Cream base control					7-13	Commercial astringent creams and liquids A, B, C, D, E, F, G					
3	25% aluminum methionate in cream base											
4	25% aluminum methionate and 8% urea in cream base											
5	15% aluminum methionate in cream base											

Aluminum methionate is somewhat hygroscopic and is quite soluble in water, forming a 69% solution w/v at 27°. The pH of a 5% aqueous solution is about 3.5.

Few works are reported in the literature concerning the measurement of relative astringency. Auch (2) mentioned the use of animal skin for measurement of astringency. Sollmann (3, 4) reports the utilization of the precipitation of proteins as an indication of astringency. Theis (5) has described a method involving a "Bottle Dilatometer."

In this laboratory, preliminary testing methods indicated the protein precipitation tests to be more reliable and reproducible. A number of proteins, including egg albumin, casein, washed dried blood fibrin (Armour), fibrin from blood (Sargent), albumin from blood (bovine) (Armour), and powdered blood albumin (Armour) were used in preliminary protein precipitation tests with some of the common astringent agents. Egg albumin was found to give uncertain and nondifferential results since its composition changes from sample to sample. Blood albumin and fibrin from various sources were found to be unsatisfactory since consistent results were not obtained and since precipitation occurred irrespective of relative concentrations of astringents. In addition some astringent agents such as formaldehyde do not affect these proteins. Hammerstein's casein was found to have a uniform composition and to give good results. The testing procedure was carried out as follows: a 5% solution of Hammerstein's casein (100 cc.) was prepared by shaking the casein to a uniform suspension with 50 cc. of 0.1 N HCl. Additional HCl was added and the mixture heated on a steam bath until solution resulted. After cooling, the solution was brought up to volume with additional 0.1 N HCl. To 5-cc. portions of the casein solution, 1 cc. of each astringent was added slowly with shaking. The mixture was incubated for fifteen minutes at 37°, cooled, and centrifuged. A portion of the supernatant liquid was removed and tested for complete protein precipitation by the addition of three drops of

25% AlCl_3 solution. Table I and Table II give the results of these tests using various astringents. According to these tests aluminum methionate has the greatest ability to precipitate protein. Aluminum methionate was also shown to be superior to aluminum chloride and aluminum sulfate by blood agglutination techniques.

On a molar basis, a 1 molar solution of AlCl_3 contains the same amount of aluminum as a 0.5 molar solution of $\text{Al}_2(\text{SO}_4)_3$ and aluminum methionate. As in the case of percentage solutions, aluminum methionate is shown to be a superior protein-precipitating agent.

Effect on Fabric

Relative noncorrosive tests were made on cloth with different astringent preparations. The procedure used was "The Good Housekeeping procedure for testing deodorants as to safety on fabrics."

Ordinary bleached muslin was pressed and cut into strips 6 x 21 in. Down the center of each strip, over an area 1 in. wide, was applied 1 Gm. of the cream in question. The strips were then held in an incubator at 38° for forty-eight hours, and at the end of this time pressed uniformly, both as to time and temperature, with an electric ironer. The strips were then cut into five pieces 6 x 4 in. These pieces were allowed to stand for twelve hours, and then broken on a standard Tensile Strength Machine by the Grab Test (Scott Yarn Tester). The front jaws were 1 in. wide and the back jaws 2 in. wide. The distance between the upper and lower jaws was 3 in. The speed of pulling the jaws was 12½ in. per minute. Three of the long strips were treated with each product giving 15 breaking strength determinations. All tests were run simultaneously.

The average breaking loads in Table III indicate that cloth is weakened very little, if any, by creams containing high concentrations of aluminum methionate, whereas commercial astringent preparations show in each case considerable weakening of cloth.

Summary

The synthesis of a new astringent, aluminum methane disulfonate (aluminum methionate), is reported. Extensive comparative protein precipitation tests for astringency indicate that this salt is more effective as an astringent agent than other common astringent agents tested, and thus may be applied to improve perspiration retarding or inhibiting preparations. Comparative cloth tests indicated that aluminum methionate is harmless to fabric, whereas other common astringent agents tested were found to weaken cloth considerably. The salt has the additional advantage in that it is very soluble, hygroscopic, and nontoxic. The salt being hygroscopic aids in preventing the drying-out and hardening of creams containing it. Extensive tests (6) have shown that the methionate radical is nontoxic.

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Are You Prepared For A Long Emergency?



Lincoln Ciampa (left) and Jacques Martial discuss a new design with a cosmetic executive.

Material shortages will force manufacturers to put out smaller and more economical packages

JACQUES MARTIAL*

THE cosmetic industry is *not* prepared and *not* organized to meet the hardships which will soon become severe for all luxury industries. This industry is one of the most obvious targets and should be well prepared for the worst. The management of most companies as well as the individual "second string" executives have a very good idea of what is coming, but in most cases these people reject the reality and take an attitude of "wait and see." They still cling desperately to their individual ways of meeting situations and still think in the same groove of "business as usual."

Yet the shortages which confront us are real; they are indicative of the path in which we are moving fast, much faster than most of us realize. We have today shortages in many items; brass, tin, copper, aluminum foil, raw materials of all sorts which affect every branch of the cosmetic industry. The effect of these shortages is going to hurt particularly the presentation of products and the packaging which is the backbone of merchandising. In spite of this, very little planning is done and at this writing there are but few executives who are planning a long-range program to take care of present and future conditions.

The basic error is underestimating the size of the problem facing us. Probably the majority of business men indulge in the idea that all this emergency is a temporary thing. Here are a few comments heard in the trade. A normally wide-awake purchasing agent says: "We had lots of shortages during World War II and we managed." An executive in charge of purchasing: "Why, this thing is not permanent; in a few months we will have material again." A lady stylist in charge of packaging and presentation says: "Oh, but I have all my Christmas packages done and delivery guaranteed for 1951." A president of a cosmetic company: "What you say makes sense. It's sound, but Miss —, our purchasing agent is in charge and I don't think she will change her plans as yet." Another executive: "I have

already solved this problem. I have on hand enough to take care of me for 1951 and 1952. After that we will see." A smart lady purchasing agent: "Don't worry about us. I have ways of getting what I want and what I need."

These are typical comments from the trade when the subject of emergency is brought up and is the majority reaction from people who suppose they "know what is going on." Fortunately there are a few who have foreseen the future and have organized long-range programs. Those few will be rewarded in no small measure.

The present emergency may last a very long time, 10 years, who knows, perhaps more. It is a dangerous fallacy to compare the present emergency and a possible war in the near future with the conditions from 1940 to 1945. If war comes it is going to be a different war. The strength of this nation may be put to such a test as to preclude most luxuries. If we fail to prepare now, where will we be?

We must learn to conserve. We must stop wasting material because of lack of coordination between departments. Management should see that the executives in charge of design, engineering, production, merchandising, promotion, advertising and selling get together and analyze all of the problems, one by one, and formulate a program for conservation, substitution, technical changes and selling methods to meet the conditions. The lack of coordination among departments, lack of proper instructions, and sometimes lack of knowledge in the work of designers, artists, purchasing agents and advertising agencies is the principal cause of waste.

It is absolutely essential, *before* an item is planned or a package design made up, that whoever conceives an item or designs it and its package knows how it is going to be produced. Starting with an idea and working it through to a finished product without knowledge of the manufacturing operations and supply situation is no longer practical. In carton designing, for instance,

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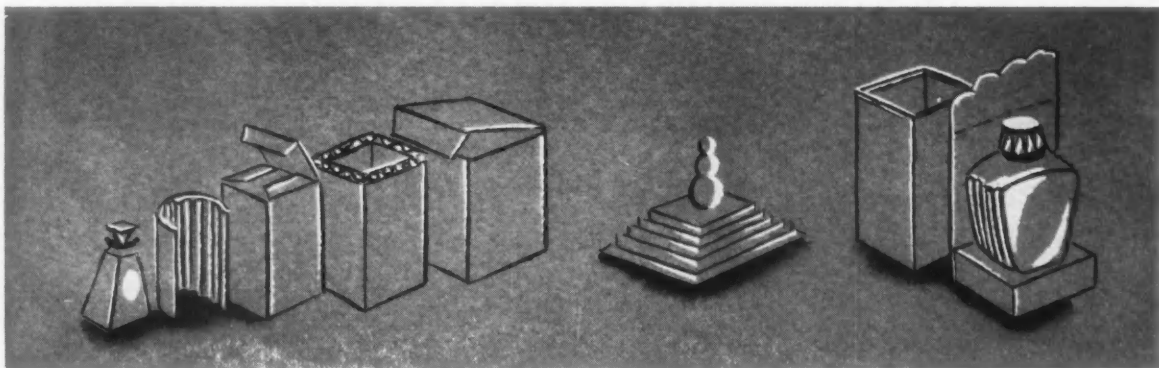


Figure 1. At left is the conventional package used for a bottle of nail polish. Note the large amount of material required to protect the bottle. The same type of package is needed to protect the perfume bottle and base at center. At right is a more efficient package which needs no protection other than the carton. Efficient design can make it possible to use one container both for shipping and display.

both the designer and purchasing agent should know in advance what sheet sizes, quality and characteristics are available and will avoid waste. The designer is a member of the team which provides an item and should work in close cooperation with other executives. The tendency to consider the designer solely as an artist is wrong. The designer is an artist all right, but he or she is also a technical designer and should be provided with correct technical specifications. The conception of items and the design of packages should not be left to one executive, artist or designer; it should be studied by all of the executives interested so that all departments will know in advance what is being done and planned so that each department can do its share intelligently.

Complete technical knowledge of product and package design is not an absolute necessity from the standpoint of executives and purchasing agents. They should know good design and be able to make a critical analysis. But designers have no excuse for not knowing the technical end of packaging. Those who do not know are going to find themselves unable to turn out packages for their companies. In New York City alone there are several good courses in product and package design open to artists, designers and executives. These courses are part of the adult education systems of various colleges and are given in other cities as well. I myself teach two of the courses during the second semester at City College in New York.

Causes of Waste

Another practice which causes waste is leaving all designs to suppliers from the outside or calling in several artists to submit ideas on speculation without proper analysis. Executives in small firms particularly are deluded in thinking that they rid themselves of a headache and save money by letting someone else do the thinking for them. This practice costs the cosmetic industry untold millions of pounds of waste and in the end is expensive. Passing the buck is no solution.

One of the most obvious causes of waste is putting a small amount of product in a big package. There is no point in doing this in a period of shortages because sales are practically assured when products are hard to get. It would be far more advisable to make every effort toward improvement, conservation and saving. Incidentally, the shortages may by force improve the

styling of many of our products and packages, which in the last few years have at times revealed questionable taste.

There are many other approaches to conservation. In the case of lipsticks, for instance, the metal container is a critical item in time of shortages. Everyone must remember the lipstick containers of the last war. The plastic substitutes were not very satisfactory and as some types of plastic became critical a substitution required another substitution. Here the conservation could start now. Suppose we figure out how many lipstick containers are in use and tell the users to conserve their present metal containers and concentrate on selling refills. These metal containers are sturdy and could last a long time. There are millions in use right now and a great many could be returned to the lipstick manufacturers through premium offers. Another item that could be salvaged if necessary through premium offers is the plastic or metal bottle cap. These are ideal for premium offers as, unlike lipstick containers, the bottle cap has little or no use to the customer once the contents of the container is exhausted. Like the lipstick containers, these caps are easily reconditioned.

One way to conserve packaging materials is through the use of combined displays and shipping containers. Figure 1 shows the material required to package and protect a conventional bottle of nail polish. This type of package not only uses too much material, but takes up too much space in storage and shipping. A better design is shown in Figure 1 at the right. The card behind the bottle serves as a cover for the cardboard sleeve during shipping. Figure 2 shows a lipstick display sleeve made from scrap left over from other package manufacturing. This display folds flat for shipping and has the advantage of very low cost since it is made in one piece and requires only a few folds to set it up. A decorative sleeve for an acetate windowed box is shown in Figure 3. This sleeve again uses only scrap, and can be attached to packages to provide additional advertising space to announce a combination offer. Cosmetic manufacturers could save an average of 20 per cent by making the best use of their materials, designing cartons around a particular size of board and making use of waste material that would otherwise be discarded.

Another way of saving cardboard as well as shipping space is to use oblong or square bottles. While these in their simplest form may have a medicine bottle ap-

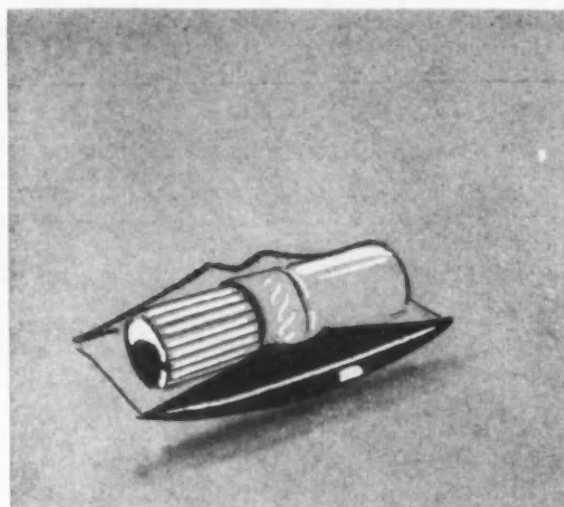


Figure 2. This display holder for lipstick was made from scrap left over from other packages. It is inexpensive and folds for shipping.

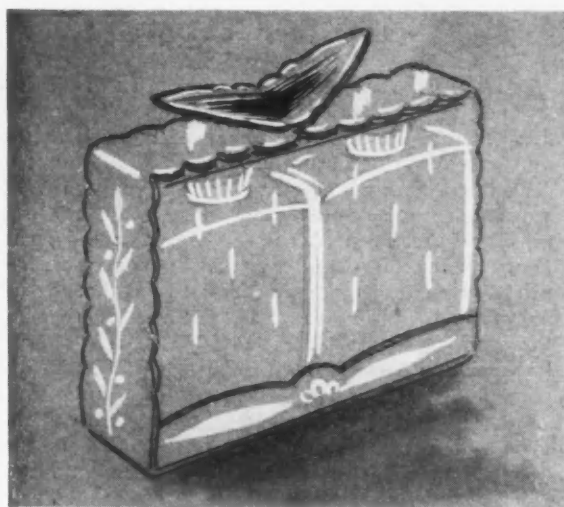


Figure 3. Decorative sleeves for boxes also can be made from scrap and attached to packages to gain extra advertising space.

pearance they can be designed with ribs, fluting or other decoration to be very appealing. The tapered and irregular shapes so often used waste a tremendous amount of carton material.

The shortage of polyethylene will hurt; we may soon see the disappearance of all of these "squeeze" items. Well, we should be comforted by the thought that polyethylene is the principal insulating material used in the radar apparatus which is being installed around the country. But this is not the end of all such deodorants, for with the proper thinking we can create other ways of selling the product which are as attractive and practical. There is plenty of imagination available to work on it. Those who do not have the imagination can buy it. Unnecessary frills could be dispensed with and size of cartons can be specified for best use. Perhaps it will be necessary to change the shapes of some cartons or packages but by doing so we fall in with the trend of merchandising and produce new designs and new items which are better styled.

Stockpiling Is No Solution

Ordering large quantities of materials in order to keep on producing wasteful packages for a longer time is no way out of the problem. It just postpones the day when new packages must be planned and results in more severe restrictions which will complicate the problem when materials become harder to get. The solution to the problem lies in intelligent long-range programs by which practical methods of operation can be established for the benefit of all.

To summarize, intelligent planning should be organized as follows:

- 1—At a meeting of all of the executives involved in an operation, establish a method of procedure and a method of analysis, then allocate specific studies to each department so as to cover all of the problems.
- 2—From the studies and reports of all the departments decide on a specific program with *specific* instructions to each department.
- 3—Each department must follow the details of the master plan for production in close cooperation with other departments as well as with outside suppliers.

In this third stage the procedure of designing is most important and complete comprehensives of products, packages and displays must be tested and studied carefully in every detail before being approved and handed out for production or to suppliers. In conclusion, if such an organization can be firmly established in every manufacturing concern, the task of running a business will be simplified, better and less costly shipping will be attained, and, most important of all, in spite of severe restrictions we will insure a maximum production of civilian goods.

Ointment Base for Bacitracin

IN COMPREHENSIVE studies which demonstrated the value of the antibiotic, bacitracin, in the treatment of superficial pyogenic infections of the skin, J. L. Miller, M. H. Slatkin and B. A. Johnson (*Arch. Dermat. & Syphil.* 60:106, 1949) also made an evaluation of the most suitable ointment base for applying this antibacterial agent. Of the 14 different bases tested, two emulsion bases and a greaseless "Carbowax" base gave satisfactory results with regard to physical properties and in the stability and release of their bacitracin content. From a study of the data, it is evident that superior effectiveness with respect to these characteristics were obtained with a glycerine-containing emulsion base. This consisted of:

Cetyl alcohol	10 Gm.
Glycerine	10 Gm.
Sodium lauryl sulfate	1 Gm.
Water	74 c.c.

Tests with this base and a Lanette Wax emulsion base containing bacitracin, in a concentration of 500 units per gram, indicated that these ointments can be kept for a limited time at room temperature without losing their effectiveness. Thus, with such ointments, there is no need for refrigeration if they are to be used over a short period for the treatment of superficial pyogenic infections of the skin.

Need for Selling

GRANTED that we can look forward to at least 25 per cent reduction in the volume of goods we have to sell, the inference drawn by many is that we will once again be in a sellers' market. We do not believe that the evidence warrants that assumption. When you take into account the fact that raw material supplies are already at a critical stage, even before any government clamp-down, and that manufacturers have already cut back production, it is obvious that the supply of goods is going to be affected. Against that fact, however, you must place vital deterrents to normal buying: rapidly increasing prices not only for our own goods, but also for all the commodities and services and family needs; the prospect of drastically higher taxes which will cut further into the family's income; the prospect of even more rigid controls on installment credit than are in effect at present; and finally, the drafting of hundreds of thousands of skilled workers into the armed forces or into defense plants. . . .

If the financial ability of our customers to pay is to be sharply curtailed through higher taxes, higher prices, compulsory savings and stringent controls on installment credit, it would take an optimist to see a sellers' market in those circumstances.

We may have fewer goods to sell, but we are going to have to look a damn sight harder to find the people able to buy them.—*Electrical Merchandising*.

Higdon Philosophy

TREAT everyone who comes into your place of business with courtesy. He may have come to buy, or sell, or to ask for a job. It doesn't matter. That person has come on business. You are there for the same purpose. Be as courteous as possible. It costs nothing and pays big dividends. Business built on the foundation of courtesy is the best business of all.

• • •

Advertising is sometimes thought of as a special kind of business—a profession supported by business. No! Advertising is merely another department of business—no less important than any other department. Its job is to tell people about merchandise, where they may buy it, and stimulate their desire to buy.

• • •

Long time ago there was no advertising. Every man who made something to sell had to seek out his possible customers and tell them about it individually. Fortunately, at that time, man made few things and had little to sell. But, today, with our high speed production lines, it would certainly be something if we had to go around and tell people individually about the things we make.

• • •

Orderliness can be a handicap. For example: you can spend so much time keeping little things in their place that you haven't time to do anything big.

• • •

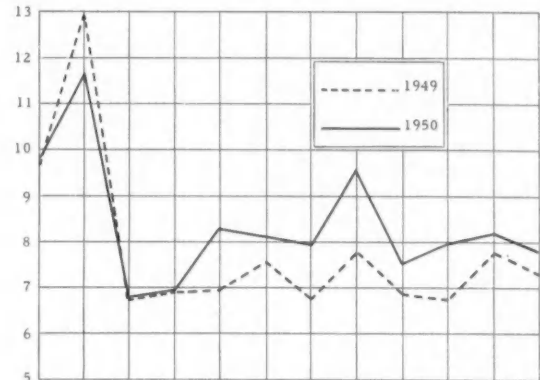
Most of us muddle through a situation and then claim credit for having thought the whole thing out.

Good public relations is the matter of doing the right thing with the right people at the right time . . . and the right time is before you're forced to do it.—*Phoenix Flame*.

Cosmetic Excise Tax Collections

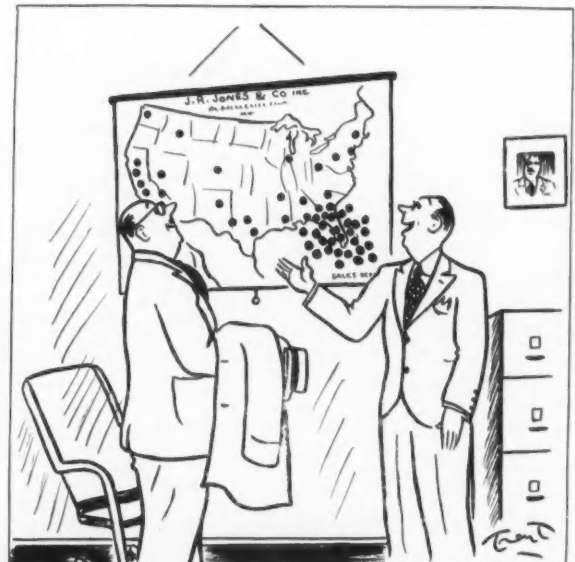
THE following chart shows graphically the sums collected during 1949 and 1950 in 20% excise taxes on cosmetics. Below the graph are figures showing the tax collections for the years 1948–1950 to the nearest dollar.

Millions



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

	1950	1949	1948
January	\$ 9,836,052	\$ 9,648,063	\$10,371,512
February	11,654,681	12,984,776	12,290,714
March	6,811,063	6,796,181	6,927,991
April	6,985,099	6,913,884	6,927,991
May	8,316,993	6,983,445	6,660,851
June	8,136,742	7,625,450	7,283,509
July	7,965,373	6,776,881	7,332,070
August	9,671,335	7,807,221	7,506,518
September	7,542,472	6,859,446	6,890,757
October	7,900,314	6,760,409	6,335,804
November	8,159,612	7,738,779	6,872,541
December	7,781,091	7,312,007	8,079,746



"We couldn't get all of our suntan lotion salesmen on Florida."

Material Developments In 1950-51

*An informative review of the progress made in essential oils and
perfumery synthetics. . . . Developments in analytical methods.*

. . . Patents dealing with the manufacture of perfumery synthetics

PAUL Z. BEDOUKIAN, PH.D.*

THE unsettled political conditions of the past year have caused the industry to suffer from fluctuating prices and occasional shortages of various essential oils. In the face of continued uncertainty regarding supplies and prices, it is only natural for the consumer to rely more and more on domestically produced perfumery synthetics at the expense of natural oils. Yet the latter are indispensable to the existence of our industry and it is hoped that prices will not advance beyond the reach of the industrial consumer.

The Art of Perfumery

Although it is true that one cannot become a perfumer simply by reading books and articles on the subject, nevertheless, those who are familiar with the industry will find much food for thought on reading the opinions of those who are experienced in the field. In view of the increasing complexity of cosmetics, it is of interest to note the appearance of three highly informative articles on the problems associated with perfuming cosmetics and soaps.^{1, 2, 3} Two other authors have treated the subject of perfume compounding.^{4, 5}

Continuing his series of articles on the art of perfumery and materials used in perfume compounding, Morel⁶ has listed extensively the application, odor qualities, physical constants, etc., of perfumery aliphatics and various classes of esters.

The creation of a specific type of odor demands special skill and imagination. Although published formulas are seldom intended for use as such, they are valuable as a means of exchanging ideas on the subject and stimulating interest. Two particularly informative articles have appeared on the composition of French colognes⁷ and on variations of the chypre fragrance.⁸ A third article discusses the violet flower and gives four formulations of violet perfumes composed of natural and synthetic ingredients.⁹ It should be noted that the antiseptic properties of perfumes have been made use of in battling diseases.¹⁰ Probably no worth while perfume is completely free of animal fixatives, and in this connection, the continuation of the extensive articles by Hardy¹¹ is of particular merit. Another excellent article deals with ambergris and castoreum.¹²

* Chief chemist, Compagnie Parfums, Inc.

There are two discussions on the theory of odors,^{13, 14} and an article proposing the chemical evaluation of odor intensity by passing a known volume of air through the odorous substance and then into an alkaline permanganate solution. The amount of reducing substances obtained indicates the odor intensity.¹⁵

Developments in Analytical Methods

The pharmaceutical industry has been making extensive use in the past few years of paper chromatography as a specific analytical procedure. It is interesting to note the application of this delicate procedure to our industry. With this method, it is possible to detect ethyl vanillin in vanilla extracts as well as to separate vanillin from syringaldehyde.¹⁷ Colored esters of the terpene alcohols, namely, menthol, borneol and thymol, may be separated by chromatographing over alumina.¹⁸

Among analytical procedures reported is the estimation of safrole in sassafras oil by a cryoscopic method¹⁹ and the estimation of menthol in peppermint oil where the importance of using sufficient acetic anhydride is emphasized.²⁰ A polarographic method of determining the cuminaldehyde content in one gram of cumin seed has been published.²¹

The efficiency of Girard's reagent as a means of isolating aldehydes has been reported in a recent article.²² Another publication deals with the identification of alcohols as allophatates.²³

The difficulties present in attempts to exercise quality control of essential oils and of perfumery synthetics from an olfactory viewpoint, were stressed in two articles.^{24, 25} Another article discusses adulteration of essentials oils and suggests methods of detection.²⁶

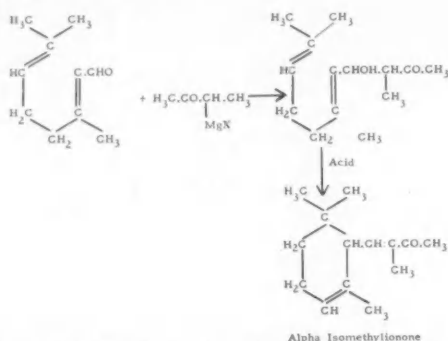
Flower Oils

Extractives from flowers are indispensable in the creation of fine perfumes. An analysis of floral products of Grasse in the years 1938 to 1950 appeared in a recent publication.²⁷ It seems that although petroleum extraction is the process employed by most manufacturers in Grasse, the butane extraction process which yields a superior floral oil is gradually gaining.^{28, 29} An Italian patent³⁰ describes the extraction of perfume from flowers by passing a current of air

over the latter and then absorbing it on activated carbon. The perfume oil is then eluted with alcohol. Studies have been made on the extracts from *Acacia farnesiana*³¹ as well as from lily of the valley, lilac, glycine and seringa.³²

Ionone and Irone

Both Ruzicka and Naves are continuing their studies on irone. Ruzicka and co-workers have developed spectroscopic, ozonolysis^{33, 34} and other methods³⁵ for the study of various isomers of irone. They have also reported extensive studies on synthetic alpha and beta irone and their hydrogenated products.³⁶ Isomers of irone were likewise studied by Naves³⁷ who reported procedures for the synthesis of 3-methyl linalool³⁸ and its conversion to 3-methyl citral,³⁹ the key material for the synthesis of irone. Interest in this important material is evidenced by the appearance of a number of reviews.^{40, 41, 42, 43, 44}



Other studies made during the past year were on the structure and properties of methyl ionones⁴⁵ and a convenient laboratory method for the synthesis of alpha isomethylionones.⁴⁶ It should be recalled that alpha isomethylionone possesses the finest odor of all the ionones and methyl ionones. Beta ionone has attracted considerable attention in view of the fact that it is the starting material in the commercial preparation of Vitamin A. Darzen's synthesis as applied to beta ionone gives an aldehyde which is used in this synthesis.⁴⁷

In connection with ionone, it is interesting to report the synthesis of 1-dehydro-beta ionone⁴⁸ and of 4-methylsaffranal.⁴⁹ The epoxide of tetrahydroionane has been found to possess a strong camphoraceous odor.⁵⁰ Heilbron and co-workers recently synthesized the cyclopentyl and cycloheptyl analogs of ionone⁵¹ but there is no report of their odor quality. Pseudoionone has been obtained by using glycine as a condensation catalyst.⁵²

Terpenes

"Speculations on the Biogenesis of Terpenes and Related Compounds" was the title of an interesting article by Beets.⁵³ The highly unsaturated aliphatic terpene hydrocarbon, myrcene, has been the subject of several studies. When linalool is dehydrated in the presence of iodine, the resultant myrcene appears to have a double bond in 1:2 position, while the natural product is 2:3 unsaturated.⁵⁴ These conclusions were reached through Raman spectra studies. The same authors prepared myrcene oxide and myrcene dioxide.⁵⁵

Myrcene may be produced in large quantities and good yields from beta pinene, according to a recent patent.⁵⁶

Autooxidation of limonene has led to the formation of 8-p-menthene-1,2-diol.⁵⁷ and alpha phellandrene gave trans-1-p-menthene-3,6-diol.⁵⁸ Oxidation products of pinene and carene were also subjected to an investigation.⁵⁹ When an alcoholic solution of alpha pinene oxide is treated with small quantities of sulfuric acid, an isomerization occurs yielding the acetal of alpha camphonaldehyde as the main product.⁶⁰ The synthesis of 9-p-menthol was carried out and the compound dehydrated to 8,9-p-menthene.⁶¹ It has been found that the semicarbazones of l-menthone and d-isomenthone undergo mutarotation in acetic acid solution. The hydrolysis of each derivative gives a mixture of the two ketones.⁶² The semicarbazone of d-carvone has been found to exhibit dimorphism.^{62a}

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(To be continued in the March issue)

The only solution for business in a period of uncertainty is to turn on the sales power full force. Creative selling is neither inflationary or deflationary. It keeps the economy strong enough to utilize the total manpower and this is vital to any defense program.—Arthur Hood.



The talent behind Revlon Products Corp. Left to right: Charles Revson, president, Charles Lachman, vice-president; Martin Revson, vice-president; and Joseph Revson, treasurer and general manager.

From an Idea to \$20,000,000

How Revlon Products Corp., founded with a handful of cash and an idea, built its world wide wholesale sales to \$20 million annually. . . . It spends \$1,500,000 yearly for advertising and \$1,000,000 for packaging

VICTOR J. DALLAIRE*

SUCCESS in the cosmetic business is largely compounded of product, package and promotion. All these have to be good if you hope to stay around and prosper. Even if they are, you've still got a job of selling to do in one of the toughest markets conjured up by man.

The past score of years has seen many cosmetic companies founder because they were not good enough to keep abreast or ahead of competition—or meet that everlasting feminine desire for new and exciting beauty aids. The same period also has seen some notable successes, not the least of which is Revlon Products Corp., New York.

Revlon is one of the largest cosmetic houses. Overseas sales are handled by Revlon International Corp., which doesn't enter into this story except for credit for part of Revlon's \$20,000,000-plus volume last year. Much the

same advertising and selling strategy used at home is used to create sales abroad.

\$20,000,000 (wholesale) worth of nail enamels, lipsticks, lotions, etc., is a lot of nail enamels, lipsticks, lotions, etc., in anybody's book, but Revlon has its sights set much higher. It counts both on increasing sales of its present products and on added income from new products it is introducing from time to time.

If you think that the company will fall short of its ambition, a quick thumb through Revlon's 15-year history should dispel your doubts. The Revlon Nail Enamel Co. (as it was first called) was started with a handful of cash and an idea by Charles Revson as president, Joseph Revson, treasurer and general manager, and Charles Lachman, vice-president and research director. The management line-up still is the same except that a third Revson brother, Martin, has come into the company as vice-president in charge of sales.

* Associate Editor, Printers' Ink, Published by courtesy of Printers' Ink.

The idea, a radical one for 1935 when the cosmetic business had pretty well gone to pot, was that nail enamel could be sold as a fashion item instead of a mere utility product, and that it could be brought out of the dime store and sold in class outlets. It was a case of trading up and getting a 50-cent item in stores that looked down their noses on any enamel that sold for less than a dollar. Like so many good ideas, it did seem silly to many at the time. The country was just winding up its worst depression, and many Americans found it tough to provide food for their families, let alone pamper their womenfolk with finger nails to match their ensembles:

But former salesman of nail enamels, Charles Revlon, was right. American women began to buy Revlon's exciting colors in preference to the three general shades then in use—light, medium and dark. An expert who probes into the motives for such things probably would say that women took to the new shades as an antidote to the dullness of the depression. At any rate, women bought Revlon, slowly at first, faster later. They also be-

people (currently at William H. Weintraub) and Revlon stylists.

While Charles Revson has shown an uncanny ability to schedule the right products at the right times, Joseph Revson has proved himself no less a production and financing genius. It was he who guided Revlon financing through the difficult early days right up to the present. He's also responsible for keeping production in line with sales.

Heavy as were the demands on master chemist Charles Lachman, he invariably came up with the enamel to suit Revlon's needs after painstaking research and testing. It was Lachman, too, who helped develop other Revlon beauty aids. The line now has 10 major products and 240 items. Several new products are in the making, but for competitive reasons Revlon would rather not say anything about them at the moment.

Advertising

Turning back again to 1935 will demonstrate that from the first Revlon was a firm believer in advertising and promotion. If you look away down at the bottom of the Publishers Information Bureau national magazine advertising listing for that year, you'll find Revlon listed as having spent \$396 for national magazine advertising. A tiny sum, but consistent with sales of the year. In 1936, the PIB listing showed an outlay of \$6,987; in five years, just after lipstick had been added, the total PIB expenditures had risen to \$120,000. PIB showed that Revlon had bought \$492,736 worth of magazine space in 1949.

From \$396 to \$492,736 in 15 years that included a war that hamstringed business is only part of the story. Revlon is a heavy investor in point-of-sale and cooperative advertising, and it's a firm believer that a top cosmetic product should have the best in packaging. Add packaging, point-of-sale, co-op, consumer and trade-magazine advertising, direct mail, newspaper and publicity, and you'll come to a 1949 outlay of approximately \$2,500,000. A million of this went into packaging.

Just as color plays a major role in Revlon products, so it does in advertising. Each new color is promoted to the hilt. Magazine ads, counter cards, packages, window displays and direct mail proclaim the new colors as they come along. Color is one reason that Revlon has never gone heavily into radio or black-and-white television. But when color television is perfected, you can bet your bottom dollar Revlon will be in it.

Publicity is called on for heavy duty as each new product makes its debut. Releases and samples of the new item go to beauty editors of magazines, newspapers, wire services, to radio, television and trade editors. Samples also go to fashion leaders in important beauty shops. Recommendation of Revlon products by beauty shop people was a key factor in getting Revlon started in 1935 and 1936.

Revlon distribution is direct from the company to 1,700 department stores, 5,700 of the better drug stores and practically all the higher class beauty salons. The company keeps an average of 350 demonstrators in department stores. These demonstrators abide by the regulations of the department stores but are paid by Revlon. They are trained by Revlon on application and use of its beauty aids, on stock-keeping and on selling of re-



Displays are a big item in the Revlon promotion budget. This case for drug stores holds a stock of eye makeup.

gan to change their nail enamels to suit the season, the occasion and the clothing. So where one bottle of enamel was enough before, the well-turned-out girl had to have three or four.

The cosmetic business, as you may know, is never static. It consists (with few exceptions) of periodically putting out "new and improved" products, each selling the previous one out of business. When madam has half finished her spring 1950 enamel, she may be a bit put out to learn that a new one is *de rigueur* for summer, but most often she'll trot out and buy the new color. That's another factor that helps build volume, and Revlon has worked it to its full worth.

Revlon also put glamour and often topical appeal in the names of its new shades. In the long list of Revlon shades you come across such gems as Touch of Genius, Sweet-Talk, Windsor, Pink Lightning, Cherry Coke, Fatal Apple and Bachelor's Carnation—names that were easily remembered, made good advertising copy and often provided for clothes designers. The provocative shade names are thought up by a committee of agency

Color is a primary sales element for Revlon. Displays in color like this one repeat magazine advertisements at the point of sale for maximum effect.



lated items. Many of them are brought to New York for their initial training, and all are kept fully informed about Revlon product developments and promotion. As far as the customer knows, they are employees of the department stores. But their hearts are set on selling as many Revlon products as they decently can.

Which type of selling

Sales chief Martin Revson believes there are three kinds of selling. *First* is what he calls the canned talk type. Salesmen using this type usually sell nuts or bolts or cigarettes—some product for which there is a constant demand and which will sell pretty much according to the number of calls made per day. The formula is: The more accounts you visit, the more you sell.

The *second* type of selling, as labeled by Martin Revson, is the franchise type. Some companies have franchised one dealer per town or one dealer per neighborhood in large towns. The company representative calls on these dealers, looks over their stock and practically writes the order for them. Mr. Martin, as he is called at Revlon to distinguish him from his brothers, thinks that opportunities for constructive selling under the franchise system are limited.

The *third* and highest class of selling—the one Revlon uses—is described as the executive type of selling. In Revlon's case, the salesman is an advertising specialist, a display specialist, a stock specialist and an expert in the use of make-up.

Now, salesmen of this kind aren't born—they're trained.

If you were a candidate for a Revlon selling job, you'd probably, but not necessarily, be a college grad in your twenties. Some of Revlon's better men have had experience selling other products. One sold parking meters. You'd have to demonstrate that you could get along with women, have a feeling for style and a sales sense. And Revlon wouldn't take your word for it. It would judge you on the basis of psychological examinations that would reveal personality debits and credits, part of a company program called Psycho Revlon.

When you got past these hurdles, and if everything else was okay, you'd go into a six to nine months' training period. This would include a session in the factory, some time in the administrative end of the business, training in make-up selling and application, display

work, both in-store and window, and stock control. And you would get a thorough grounding in national and cooperative advertising because Revlon wants every salesman to be an advertising expert.

The time you spent in training would depend on you. The faster you caught on, the faster you would get out into the field. There, for two or three months you would work with an experienced salesman; then you would be on your own. Cosmetic buyers are not prima donnas, but they have to be treated with kid gloves. If they filed complaints about your work—say you wouldn't wait for them, you were in too big a hurry, or you knocked competitive products too enthusiastically—Revlon would take you aside and try to set you on the right road. Revlon wants every sales call tailored to meet the needs of the store and, within reason, the whims of the buyers. If you persisted in your ways, you'd find yourself looking for a new job.

Big as Revlon has grown, it is still a close-knit family. The company has district managers in the East, Midwest and Far West, but Martin Revson knows his salesmen by their first names and can tell you about where they'll be at a given time. He can show you exactly where the Revlon displays are located in hundreds of department stores, and he can tell you what product is displayed. He can give you the detailed accounts of hundreds of local promotions and give you the traffic count on a thousand windows showing Revlon products.

A lot of this information he picks up on his numerous field trips—his isn't a desk job. But most of it comes from the voluminous reports filed by the field force. The salesmen grouse about these reports, but they pay off in promotion and inventory control, a pet subject of Martin Revson.

Inventory control

Sales chief Revson thinks that over-or understocking is one of the major plagues of the cosmetic business. Several times in pamphlets he's called on the trade to avoid inventory troubles threatening it. In 1947 he wrote one called *Will the Cosmetic Industry Re-Live 1938* (when inventories were abnormally high)? In this he said:

"Merchandise is not sold until the consumer asks for it. While the manufacturer must realize that selling cos-

metics is different from selling soap, cigarettes, toothpaste, or cereals, he should not overlook one thing that soap and cosmetics have in common . . . without advertising there are few sales.

"Even though Ivory Soap is a household word, Procter & Gamble does not depend upon the name Ivory alone to sell Ivory Flakes. There is a large advertising budget for Ivory Flakes. Too many cosmetic manufacturers depend upon their trade name to sell new products every year with little or no advertising appropriation devoted to each new product.

"A recurrence of 1938 conditions can be avoided . . .

"If we manufacturers will introduce only those products that will continue to sell year after year, rather than those which start off in a flash and fall flat after their first two months on the market.

"If we manufacturers beware of over-stocking small department and drug stores.

"If the department store with a demonstrator weighs the sales possibilities of each new product carefully before buying it, even though the item may be returnable.

"If the druggist who has no trained demonstrator (and thus depends upon women asking for new items) stocks only items that have consumer acceptance."

In essence that is a statement of Revlon policy that has guided it in 15 years from a volume that hardly concerned the excise tax people to one that's passed the \$20,000,000 mark. To sell a good product, keep it fresh through new refinements from time to time, place the right amount of goods in the right places and promote unceasingly.

New Light on Use of Word "Free"

IN THE Unicorn Press case (Docket 5488), the Federal Trade Commission took occasion to clarify its Administrative Ruling of January 30, 1948 on use of the word "free."

By way of background, Unicorn Press offered a book "free" to respondents to its advertising who remitted 10 cents for mailing costs. Those who accepted the offer were obliged to order a set of the volumes reserved in their names and were given the privilege of cancellation after examining the first volume.

The trial examiner recommended the Unicorn Press be ordered to cease and desist from such use of the word "free." In rejecting this recommendation in a release dated November 3, 1950, Commissioner William Ayres expressed the "Opinion of the Commission" in part as follows:

"On January 30, 1948, the Commission issued the following administrative interpretation in regard to the use of the word 'free' to describe merchandise:

'The use of the word 'free,' or words of similar import, in advertising to designate or describe merchandise sold or distributed in interstate commerce, that is not in truth and in fact a gift or gratuity or is not given to the recipient thereof without requiring the purchase of other merchandise or requiring the performance of some service inuring directly or indirectly to the benefit of the advertiser, seller or distributor, is

considered by the Commission to be a violation of the Federal Trade Commission Act.'

"This interpretation was based upon the experience which the Commission has had in dealing with the problem as it affects the public interest. It does not have the force of law, and was intended only to serve as a general guide for the business community and to outline the circumstances under which the use of the word 'free' and words of similar import are likely to be misleading. It must be applied realistically, and hypertechnical applications designed to condemn the use of the word 'free' in advertising under all conditions must be avoided.

"In the circumstances of this case, Volume I of the encyclopedia is, in fact, given without requiring the purchase of other merchandise. It is true that in ordering the first volume the prospective customer must also order a full set at the regular price, and this may be construed as an act inuring to the benefit of the respondents. But the order for the full set is subject to bona fide cancellation by the recipient of Volume I without in any way obligating him to return that volume or otherwise to reimburse respondents. The recipient's action of cancelling the order for the balance of the set after receiving the free book can scarcely be construed as a service inuring to the benefit of the respondents, and such action effectively neutralizes any benefit which may have inured to the respondents from the original order. The payment of ten cents is represented as being sufficient to cover only the mailing costs and there is no evidence to the contrary. On the basis of this record, it appears that respondents derive no profit or benefit from this ten cents and that it goes entirely to the process of delivering the book to the prospective customer. Thus it appears that those who cancel their orders for the full set actually receive Volume I by paying only the delivery costs, without being required to purchase other merchandise and without performing a service which inures to the benefit of the respondents.

"The Commission is of the opinion, therefore, that all of the terms and conditions of its administrative interpretation have been complied with by the respondents here, and that Volume I is, in fact, a free book and is given without cost or other obligation to prospective customers who cancel their orders for the balance of the set after receiving the first volume. Accordingly, the Commission has not entered any order against respondents on this charge of the complaint."

Of particular interest is the Commission's reference to its Administrative Ruling as not having the force of law but intended "only to serve as a general guide for the business community and to outline the circumstances under which the use of the word 'free' and words of similar import are likely to be misleading." Also, the Commission's statement that "applications designed to condemn the use of the word 'free' in advertising under all conditions must be avoided."

Counting time is not so important as making time count.—James J. Walker.



William John Bush



James M. Bush



Dr. Percy C. C. Isherwood

A Century of Essential Oils

How W. J. Bush & Co. Ltd., one of the best known family concerns in the world was founded and how it weathered wars and grew to world wide proportions in the last 100 years.

THE grand old essential oil house of W. J. Bush & Co., Ltd., of London, England, one of the best known family concerns in the world, has especial reason to be proud in 1951 of its growth and achievements all over the world; for this year marks its hundredth anniversary and the golden anniversary of association with the company of its chairman, Dr. P. C. C. Isherwood. Congratulations are flowing into the home office of the company from its affiliated company in New York, W. J. Bush & Co., Inc. and from countless customers, many of whom have had business relations with the concern ever since they began business.

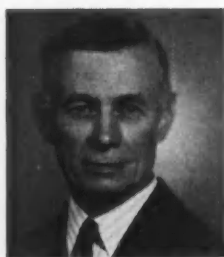
The history of Bush is one of absorbing interest, for many of the directors are direct descendents of the founder and long service is a prominent characteristic of staff records at all levels. Sons like to follow their fathers in the service of this organization.

In a well illustrated centenary album and diary there is a message from Dr. Percy C. C. Isherwood, chairman. It expresses gratitude to those men who have gone before, whose ability and hard work laid the foundation upon which the present structure has been erected; second, he pays tribute to all members of the staff both at home and abroad—managers, executives and operatives alike—each one of whom performs an essential part in the Bush organization; and finally he sends a special message of good will and thanks to what he terms the company's business friends—its customers.

The founder, William John Bush, was born in 1829. To complete his education he became a pupil of a physician and was afterwards with a firm in Great St. Helens. In these years he acquired an interest in botany and what in those days was called herbalism and chemistry; and from this interest came the desire to own a business of his own. With supreme confidence in his ability to run it he founded in Bishopsgate, England in 1851, the company which bears his name and is now known all over the world.

The founder had always been interested in essential oils and allied products which resulted in the development of its essential oil and flavoring products business. The business prospered, enabling William John Bush after a few years to acquire the firm of Potter & Moore which had been founded in Mitcham in 1749. This firm had been engaged in distilling essential oils, particularly peppermint, lavender and camomile, since 1749. Therefore this gives the company title to a history of 202 years from which comes its well known trade mark "Ye Oldest Essence Distillers."

William John married young and as was not uncommon in those days had a family of three daughters and seven sons, six of whom became associated with their father's business. His eldest son, William Ernest, received the title of Baron de Bush from the Duchy of Saxe-Coburg and Gotha in recognition of his contribution to the essential oil industry. He did much to further the interests of Bush in all parts of the world.



Montgomery St. Alphonse



Charles B. Leighton



Richard Righton Webb



Hackney, the scene of the present Bush plant, was a quiet country town in 1851 when W. J. Bush & Co., Ltd. was founded

The third son, James Mortimer, educated in Belgium and Germany and also under the distinguished Prof. Attfield in the laboratories of the Pharmaceutical Society in London, entered the factory in 1880. Early in his career he was made a partner and a few years later became chairman.

Very early in the company's development William John built a plant for distilling essential oils in Ash Grove, at Hackney, London, which is still the headquarters of the concern. Here in Hackney where he was born, when Hackney was just a residential suburb of London, James Mortimer Bush commenced his work with the firm and later as chairman guided the destinies of the growing business until his death.

Overseas Development Expanded in 1890

When William Ernest, Baron de Bush, became head of the business after the death of the founder, at the age of 60, a period of world wide expansion of the company began. In 1890 the growing importance of Sicilian oils led him to establish a factory in Mili, Messina. Three years later the first major overseas development of the company came when a branch was established in Melbourne, Australia and later an office and factory were opened in Auckland, New Zealand.

The growing ramifications of the company made it expedient in 1897 to convert the firm into a corporate body with limited liability. The Baron became the first chairman and his brothers James Mortimer and Alfred Walter, became the first joint managing directors of W. J. Bush & Co., Ltd. In 1900 a factory was es-

tablished in Moscow, Russia which prospered until it disappeared in the Bolshevik revolution of 1917.

The growing complications of the business made it advisable to employ qualified specialists for each phase of the company's business. The first such appointment was made by the directors in 1901 when Dr. Percy C. C. Isherwood, PhD., F. R. I. C. joined the company.

The death of William Ernest, Baron de Bush, chairman, in a railroad accident in 1903 at the age of 42 years led to the immediate return of J. M. Bush from America to assume the chairmanship of the company. As might have been expected of so strong a personality he went ahead expanding the activities of the company. In 1906 premises in Grasse, France, were leased for the treatment of floral products. In 1912 W. J. Bush & Co. (Canada) Ltd. with its head office and factory in Montreal was established.

The first World War broke out two years later. Throughout the war the organic chemical activities of the company were placed in their entirety at the disposal of the government. During these high pressure years Dr. Isherwood became director of the company and also director of the associated houses in the United States, and the Canadian subsidiary. To meet increasing demands he developed a factory for the manufacture of chemicals in Widnes, England. About this time James M. Bush became chairman of the British Essence Manufacturers Assn. of which the company was an original member—a post he held until his death.

In the chemical field World War I gave the company a new impetus. During these years and afterwards it pioneered many important chemicals. The plants at Ash Grove, Widnes and Mitcham were expanded and the overseas units increased their activities. In 1931 a large factory, warehouse and offices were built in Johannesburg, South Africa and later a branch depot was established in Cape Town.

After World War I younger men were trained to as-



The Bush factory in Johannesburg, Union of South Africa, was built in 1931 as a result of increasing markets there.



The Australian branch was established in 1893 in Melbourne and a factory and depots in other cities were subsequently added.

sume increasing responsibilities. After suitable experience, grandsons of the founder assumed directorial powers. In England Hamilton Brinsley, second son of Alfred Walter Bush, Eric Lionel, second son of James Mortimer Bush and Cecil Ferdinand, son of Ferdinand Bush were appointed. In 1942 they were joined on the board by A. J. McIntyre who joined the company in 1919 and was secretary from 1933.

Montgomery St. Alphonse, a grandson of the founder, already treasurer of the Canadian company, became a director of the parent concern as did also another grandson, Richard Righton Webb, treasurer of the affiliated house, W. J. Bush & Co., Inc., New York.

Alfred Walter Bush died in 1935 and Dr. Isherwood then became joint managing director. Ferdinand Bush, youngest son of the founder also died in 1935.

Service in World War II

In 1939 World War II broke out. Before the outbreak of hostilities the company for years had done much towards the development of penicillin on the nutrient side. In the sulphonamide group of drugs the company specialized in the manufacture of acetanilide. It had done much also to develop many anti-insect com-



Increasing demand for citrus products caused W. J. Bush & Co., Inc. to acquire a factory in National City, Calif. in 1913.



The W. J. Bush & Co., Inc. factory at Linden, N. J. was founded in 1899 with the establishment of the American firm.

—pounds used for combating malaria during the war in the East. James Bush, whose firm had always had considerable interests in Italy, felt that providence had been as generous to California as it had been to Italy and for that reason he enthusiastically pioneered the citrus oil industry in the United States. In 1913 the W. J. Bush Citrus Products Co. was founded in National City, California.

As he would have wished, James Mortimer Bush died in harness in 1941, and Dr. P. C. C. Isherwood succeeded to the chairmanship of the company. He became president of the associated American house and of the Canadian subsidiary. In 1943 he was elected chairman of the Association of British Chemical Manufacturers, a position he held until 1945. In 1947 he became president of that association, a position he held until 1949. He had also become chairman of the British Essence Manufacturers Association in 1941 and has long been a fellow of the American Chemical Society.

Prize medals for good specimens of essential oils were awarded the company at expositions in Vienna in 1873; Paris, 1875; Sydney, 1878; Melbourne, 1880; New Zealand, 1882; Calcutta, 1883; Amsterdam, 1883; Antwerp, 1886; Barcelona, 1888; Liverpool, 1888; Cologne, 1889; and Brussels, 1910.

It is interesting to note that shortly before the turn of the century W. J. Bush Incorporated was established with headquarters in New York and shortly thereafter a factory was erected in Linden, N.J., the president being James Mortimer Bush and the treasurer Charles Blair Leighton. In 1901 R. S. Swinton was appointed head of the Linden factory where he continued until his retirement in 1941.

Richard Righton Webb, grandson of William John, after serving in World War I, began his career with the company in England. In 1923 he joined W. J. Bush, Inc., becoming in 1929 treasurer and general manager, which position he still holds. In 1942 he was elected a director of W. J. Bush & Co. Ltd. and W. J. Bush & Co. (Canada) Ltd. thus placing an American on the board of the London house.

Dick Webb has long been well known and popular in the industry. He is ably assisted in the east by C. W. Rice, director of sales and A. R. Evans in charge of the Linden plant; and on the Pacific coast by J. Barrett and W. Bradley in charge of the National City, California, plant operation. His son Richard is now a senior in Duke University and hopes in due time to join the company, thus becoming the first great-grandson of the founder.

Business as Usual

THE words usual or normal are deceptive terms. There has been nothing usual or normal about business for the past five years, or twenty-five years or hundred years.

And there can't be anything usual about the business problems created by the pull and tug of buyers' and sellers' markets influenced by wars and depressions, and by the political anxiety created by international friction.

Business is sensitive to political news and jumpy at gossip and hearsay. But the market places of America

are busier than ever because civilian needs are great, regardless of stimulus by war or the rumors of war.

We have to take the day in our stride, and treat the unusual as ordinary but *always worthy* of our notice.

The wheels of trade move on regardless of the clouds on the horizon. World leaders for centuries have opened speeches with the phrase, "In these perilous days," or "In this dark moment in world history." The world has existed from year to year and crisis to crisis, and we have survived and in a clumsy fashion have forged ahead as a civilized people.

We are faced with the atomic threat, but it is no more startling than was the discovery of gunpowder, and no more loaded with the stuff of good and evil than the invention of the printing press or the discovery of electricity.

Let's take a look at the condition as well as the position of our economy in the light of the facts for 1951.

1. More people are gainfully employed than ever before—61 million.
2. More people are paid more wages than ever before. The average weekly wage is \$59.02.
3. There are more consumers now than ever before; 49 million families, 151 million persons.
4. More money is being spent by consumers. Disposable income is at the all time high level of 195.5 billion dollars, an amount which provides a generous cushion between a meagre subsistence level and a standard of comfort for all.
5. More goods and services are being produced than ever before—at an annual rate of 270 billion dollars.
6. And with all the spending, savings remain high, at the rate of 11 billions for 1950 and an accumulated backlog of 175 billion in personal thrift.
7. Private enterprise is holding its own at postwar levels. There are 3,925,000 operating businesses while the commercial failure rate lags at half the rate of the past 50 years.

All life from day to day is a risk, and it is accepted under the full glare of the sun. Each day in business has its hazards and rewards, and we must face them with a sense of excitement, meeting new obstacles as well as new opportunities.

What we need at the moment is a confident approach to the problems at hand. Confidence, like fear, is contagious, and both influence the events of tomorrow.

When people are able to buy what they want, we have prosperity. When people buy more than they can consume, we have inflation. When they buy only what they need, we have a depression.

Prosperity thrives in a sunny, generous climate.—
Dun & Bradstreet.

Retail Sales Peak

RETAIL sales in 1950 on a nation wide basis probably reached a new all time high of over \$140 billion according to Harvey Runner, business analyst of the *New York Herald Tribune*.

This figure represents a gain of 7.68 per cent over the record year of 1948, when sales totalled a little more than \$130 billion. It's also 9.24 per cent higher than in 1949, the nation's second best sales year, when retail sales aggregated over \$128 billion.

WHAT THE RETAIL BUYERS REPORT

Beauty Classes to Have Heavy Effect on Treatment Sales, Hand Creams Move

JEAN MOWAT

Chicago—Cosmetic manufacturers may expect to receive fan mail from the women who are now attending career women beauty classes to learn how to use cosmetics to best advantage for themselves and the product.

Without waiting for lesson two, they gripe about the lipsticks that break in the middle and then leave a nasty smear. It always will happen at an important luncheon. They like the squeeze bottles but feel they are gypped because these are not full. How easy it is to put a sticker on telling why the contents are such and such. After all women are not cosmetic manufacturers.

While the nationally known houses are sponsoring these classes for career women they are also plugging their own products. Yet the half-price sales are of great attraction. Women even ask buyers when the next sale will be! Proof of how well the manufacturer and his advertising have educated women to save the taxes and get a bargain.

These women also want purse vials which can be easily refilled without loss of a precious fragrance. And how does one open a glass stoppered bottle? All these things are important to women who are spending well for these courses and finding them not only interesting but highly educational and informative.

The Masque Moves

One of the facts which women are learning is that a masque, applied according to directions, gives a new freshness to the skin through its astringent action and the removal of old cells which appear as roughness. This is an item which buyers feel has a place in the cosmetic picture, but which is rarely featured. On the counter, without a well informed demonstrator, it means little to the average woman, yet she is the one that needs it most.

Deodorants More Important

Since a shampoo deodorant is now offered it has again pointed up the importance of this simple remedy to make the air of any place more fresh and clean. Everyone gets

behind the idea in summer, yet it is not nearly as important in summer as it is a MUST for winter. Manufacturers and salesmen have overlooked this bet, and retailers are equally as negligent in its presentation and advertising.

Foundation Creams Necessary

Many women who use a cleansing cream are not even offered any other type at the time of a sale. The saleswoman says dreamily, "anything else, mum?" but she has already turned to ring up the purchase. There is always a place for a new foundation. The women in these career classes are learning about skin protection both in and out doors. That there is such protective a cream has come as a surprise to many of the intelligent executives in the classes. The women complain that these creams are usually on a table of reduced merchandise and no one seems to know much about them except "you use it under the powder" which has appeared to puzzle some, if not all. Women are amazed when told that such a foundation gives a smoother powder surface, protects against the weather and keeps the skin in good condition.

Hands Have It

All leading Middle West stores featured hand creams as the one item in the cosmetic line of first importance. Block's of Indianapolis did a good presentation; Hudson's Detroit found the idea profitable; Stix, Baer & Fuller, St. Louis, developed a good program of sale; Mandel Brothers and Marshall Field & Co., Chicago, had a good sale with zero waves making hand cream imperative. The smart saleswomen suggested washing one's hands in the cream for best and quick results. Naturally two jars could be sold, and at half price this was a real bargain.

If the talk about eyes and the creams for these has died down in some circles there is ample education and training needed to make this part of a good cosmetic make-up. How far the schools will influence the purchase of cosmetics

Inventories show large number of items contributed to high Christmas sales.

Early Easter should cause high fragrance sales.

Buyers are eager for merchandise. Salesmen have no trouble getting appointments.

during the next six months is any one's guess but it will leave its mark in the Chicago area, for women are coming to the classes from all near-by sections. Eye cosmetics are not new, but the women using them are new to the idea so that the field has hardly been scratched. There is ample room for education and its results will show, eventually.

Perfumes for Easter

Easter perfumes are a must. These always carry the lift of rebirth and therefore have an important place in the gift item as well as for a smart "thank-you" to a hostess. In these days of dieting a bottle of fragrance is often more favored than a box of sweetmeats.

An early Easter also presages a long period of fragrance selling. Colognes and toilet waters, stick and similar solid perfume forms all have a place and it is expected that as many women as possible will take a vacation this year for the future of freedom in selection may be limited.

In addition to a bottle of fragrance there are purse vials, as gorgeous as one could ask, that buyers say are active in sale. But buyers want several of these vials, packaged as a unit to give a woman a variety of fragrances. It has proved an aid in cologne selling and Easter is the time when such an innovation can be made and give delight and pleasure throughout the summer months. These vials can often be refilled, although firms that have had dram shops are dropping them in favor of perfumes packaged in drams. Even then the total sale is not as large as when the dram was

used. With a wave of economy sweeping some stores the expense of the large bottle plus highly efficient personnel was considered too high.

To Spray or Not to Spray

It was in one of the largest stores in the country where new cases were being installed and tiny atomizers that had been in drawers were piled on the counter. These had various colored bulbs and really were gay in appearance. Customers stopped to look, and then stayed to buy, for comments indicated that these were really unusual for that store.

"Oh, we always carry them," said

the buyer, "but usually they are back there, pointing to a spot back of the counter and in a low drawer. 'I just can't understand why these are moving so fast, all at once. We sell them so rarely!'"

Display is still half the sale and if your atomizer sales have slipped, make sure these are shown to the public. A few got into a post-inventory sale at Donaldson's, Minneapolis, and were a sales surprise. Even an atomizer for Easter has its place together with fragrance, hand cream, eye make-up, and a lipstick of such consistency that it holds until the end is reached.

Manufacturers To Cut Salesgirl Gifts, Variety Stores Push Cosmetics

DON COWLING

Los Angeles—A bright and shiny silver lining is apparent in the dark clouds hovering over some of the smaller toiletries manufacturers these days. And that silver lining takes the form of the coming curtailment of lagniappe. We were in the toiletries section of one of Los Angeles' better stores the week between Christmas and New Year, and watched the demonstrator for one of the lines demonstrated there distributing a gift from her employer to every girl in the section. There are more than a few girls in that section; there are, roughly, twenty good department stores and specialty stores in this area, practically all of them with demonstrators. Add those throughout California, and then take off across the country, and when you reach this company's head office in New York, if you have added up all the girls in all the toiletries sections in all the stores and set up a gift for each, you have a total that would equal a fair volume of business for one of the smaller manufacturers.

Gifts Not Appreciated

How many manufacturers can afford such an expense, particularly when added to the sum of all the gifts to buyers? Can any of them afford it? How many bottles, caps, and boxes are used in this largesse? There will be shortages in the years ahead. Maybe this wholesale distribution pays off, and maybe manufacturers have just permitted themselves to be crowded into it. Anyway, we predict that with this Christmas just past such openhandedness has reached its peak. We can't feel that anybody likes it, even the recipients. A good many of them feel that (a) it should have been perfume instead of cologne. (b)

a larger size. (c) they should have been consulted as to the shade of powder most becoming. (d) "Is that all? We got much better ones from Doakes & Co."

For a long time we've been hearing rumors about the syndicate stores going after toiletries. A couple of years ago you could have had pointed out to you the location where one of the chains was to build a completely new unit in syndicate merchandising, with a street floor modelled in accepted department store selling architecture, and a toiletries section smack dab by the front entrance featuring all the leading lines. We haven't seen that yet, but we do see syndicate store advertising of toiletries lines in the local newspapers. Even though the banner reads 5-10-25¢ stores, toiletries up to 79¢, 89¢, and \$1.00 are advertised. Staples, of course,—call items, but it's a short step to demonstrators and promotions.

Sales Silly

January is the month of sales. Almost everything has been pushed aside in Los Angeles stores for the treatment line half price sales. Soap sales, too, believe it or not, but merchandise for those was bought way back when. We even saw one toiletries buyer in a Long Beach department store running bristle hair brushes at a heavy cut in her January sale. How sale crazy can department store people get? How long will it be before buyers and merchandise managers alike will look back to those grand old days in January, 1951, when they piled their counters high with merchandise at—hush—cut prices.

Buyers are eager for merchandise out here now. Salesmen are congratulating each other on the ease

with which they got their appointments with buyers this January. Last January it was "See me after inventory." This year it's "Come in first thing tomorrow morning." But alas, already allotments are in order. A salesman can still write orders, but assured delivery is something else again. And buyers know it. Quantity buying is the rule out here now. The Coast is humming. Bombs or no bombs, immigration to the Pacific Coast States is booming, and the stores are doing their best to be ready for their increased clientele. The Pacific Coast is a toiletries salesman's Paradise right now. Even with a personal bias, we can't resist suggesting that when manufacturers start figuring allotments for 1951, they allow themselves to plan just a little farther for their Pacific Coast territories than a hard and fast calculation on current population figures alone.

Big Christmas Sales Shown in Inventories

JEAN ROBERTS

Dallas—Final accounting has substantiated what was indicated early in December . . . Dallas cosmetic counters did a Christmas business even larger than last year. Without exception, department stores, specialty shops and chain drugs alike report the biggest year in their history.

But there are conflicting reports on the type of merchandise sold. Some stores found a growing accent on price with larger numbers of low-cost items making up their large total while other stores report more sales of high priced perfumes—expensive dresser sets and the like than ever before.

Clerks seemed to believe that during busy December, enclosures did not pull; that counter displays were the best sales force with newspaper ads a close second. Getting their money's worth seemed to be taking on added importance among customers and they were asking clerks more questions as to contents and effects of products. More and more study of manufacturers' merchandising information was needed by the sales people. Two departments which heretofore have had no general class training for sales personnel have started meetings at least once a week.

Hoarding

Signs of hoarding are still evident, particularly during the January sales, although the consensus seems to be that this has neither increased or decreased as the Korean war con-

Every
Sheffield
 tube
 a masterpiece



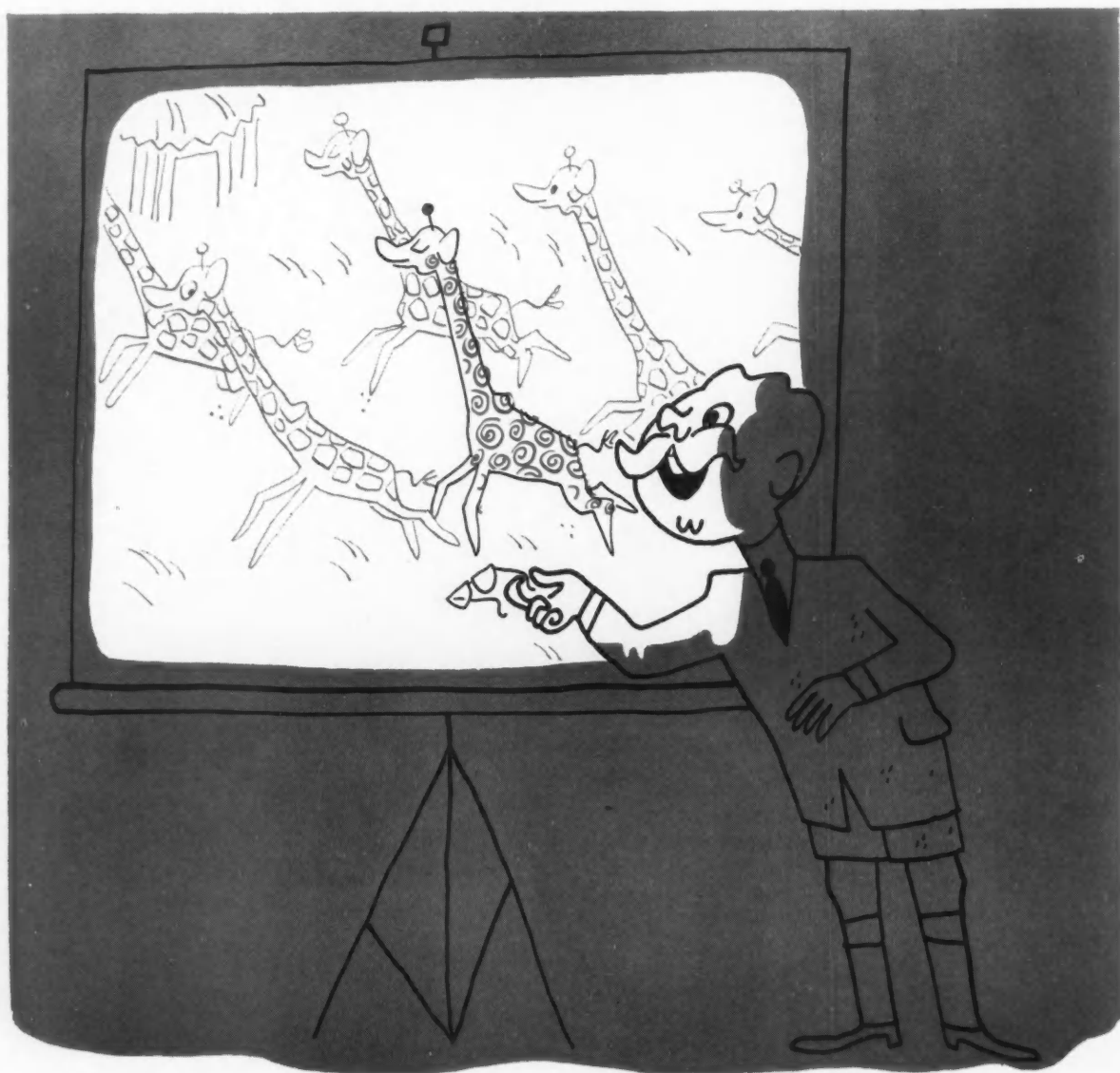
A masterpiece of early Egyptian art is this bust of Queen Nofretete ... among the earliest to skillfully use cosmetics.

A pioneer in the introduction of tube-packaged cosmetics, Sheffield today produces collapsible tubes of brilliant finish and design for virtually any product of soft or creamy consistency. For tubes that better protect and better promote your product ... for tubes produced by master craftsmen ... order Sheffield Process collapsible tubes.

THE SHEFFIELD TUBE CORPORATION

HOME OFFICES: NEW LONDON, CONN.

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES



*"And I named this one **A NORDA ORIGINAL**"*

It's a stand-out. It's most unusual.

A NORDA ORIGINAL always stands out.

Unique products sell. Why not plan unique products? Use A NORDA ORIGINAL odor to give them a fragrance nobody else offers.

A NORDA ORIGINAL adds a spicy,

unmatched bouquet to modern toilet goods and cosmetics. It's subtly exciting to women. They love it. They love to buy it.

Test A NORDA ORIGINAL. Get samples that may give you smart new product ideas. Send to Norda, *first ever to talk sales scents*. Just ask for the smell that will sell.

Norda ESSENTIAL OIL AND CHEMICAL COMPANY, INC.

601 West 26th Street, New York 1, N. Y.

N
NORDA MAKES
GOOD SCENTS

CHICAGO • LOS ANGELES • ST. PAUL • MONTREAL • TORONTO • HAVANA • MEXICO CITY • LONDON • PARIS

tinues. Most stores have instructed their clerks to discourage such hoarding in as subtle a way as possible by assuring customers that an ample supply of everything is available. Quantities of soaps are prominently displayed as well as other items that became scarce during World War II.

January has been a month of sales in both chain drugs and department stores concentrating on the more standard items as opposed to the luxury items sold during the holidays.

However, one item toward the luxury side has done unusually well at A. Harris & Co.—Faberge's Act

IV cologne. Sales there on Dorothy Gray cream, Tussy tissue and hand cream and Frances Denny creams have produced many customers. Harris' also reports selling more one dollar stick colognes than ever before. Having something for a dollar is so rare these days.

Sanger Bros. department store has promoted specials in Tussy, Dorothy Gray, Yardley and Rubinstein products with large sized newspaper ads. Results have been unusually good. The enlarged space of this store's cosmetic department continues to add to business. And the buyer believes that more space for counter and floor displays add to sales.

Names Make Sales in New Orleans, Buyers Want No Price Increases

LEE MCKENNON

New Orleans—A rose by any name may smell as sweet, but the buyers here are emphatic this month in their comments that in cosmetics the names can be important. A good example of this is Faberge's "Act IV." One buyer frankly confessed that she was not intrigued by the name at first but most

this source, confuse a freshener with an astringent and the word, "soothing," helps overcome this resistance.

However, both of these products are extremely well advertised by the manufacturers' displays and local advertising, and the buyers say these are the aids that really pull the customers. Once the customer is

large size bottles of the oil which they tried for the first time from a markdown counter.

Francis Denny's 20 percent sale counter is crowded and doing a brisk business. However one buyer thinks instead of the blanket 20 percent, a few items of a line marked at half price tend to draw better and induce more sales of the full-priced items of the treatment. There is no doubt about it, the buyer thinks the manufacturer is smart to offer reductions at this time, feeling he will reap a reward through converted customers.

Comments on increased prices were numerous. The buyer truly appreciates instances where the manufacturer writes that he is absorbing the increase, instead of raising the price. She feels that there is a strong customer resistance to any price increase just now, since most wages have not jumped in this town, and that women will tend to buy in much greater volume where the price is not raised.

Although fitted containers have not sold well, women love the plastic jars and bottles for the creams and lotions therein and are delighted with their pastel colors and light weight. The fact that they are unbreakable is a big drawing factor. One buyer feels that a possible reason for the slow sale of fitted cases is that the manufacturer seemingly has not tried to match the exterior of the case to modern-day luggage. Such tying-in would be a big help, it is suggested.

Tussy came through with an excellent plan, according to the buyers here. Their package of cosmetics was very attractive and the plan of selling the customer any single item, from the shelf that she might like in the packaged group, was extremely profitable. The customer seemed delighted that she could break up the package to get a lipstick, while actually the sales girl simply drew on the stock-on-hand and drew repeatedly.

Random buyer comments: Pastel colors are drawing very well both in the container and the cream or lotion. Buyers would like more double packaging, such as lipstick and powder together, or cream and hand lotion. Buyers feel that much of the packaging could be made even more feminine to a great advantage, especially deodorants. Matching the name of the perfume to the packaging is considered a smart drawing point, for example Tussy's Midnight in its misty blue wrappings; and Blue Grass's blue-green on pink.



Jinx Falkenburg, famous in radio, television and the movies, made a personal appearance at Macy's during the store's recent lavender promotion which was inspired by Yardley English Lavender fragrance. Yardley sponsors the "Tex and Jinx" television show.

women are and have been buying accordingly. The buyer thinks perhaps it appeals to the latent desire in every woman's breast to be an actress; whatever it is the name definitely pulls.

The same is true on Marie Earle's "Peach Satin Cream." Women like the name, as well as the pastel color. This buyer says she has had infinite help from the name, "Essential Cream" and "Soothing Skin Freshener." Many women, according to

in the store, the packaging, names and colors help.

Markdowns were the uppermost thought in the buyers' minds when they could forget inventory—which by the way is a little heavy this year due to optimistic buying here. Excellent reports were noted on the Helena Rubinstein's combination of Hormone cream and oil, marked down from \$6.00 to \$3.50. The buyer thinks this will bring steady sales as women are already buying

Post-Christmas Inventories Show Large Sales in Expensive Gift Items

MARY LINN WHITE

Cincinnati—This city's cosmetics merchants settled down to their inventory work with happy memories of the biggest Christmas season they'd known. There were total sell-outs in more than one line, and the usual treatment lines didn't suffer as the sales of gift items boomed. Price had been no barrier in many of the better perfumes and dresser sets. Business continued better than usual in early January, though part of this was due to the annual reduced prices on lotions and creams.

Part of the boom was attributed to attractive Christmas packaging and part of it to the world situation, for consumers reason that there's no chance for a reduction of tax now and they may as well have what they've been doing without.

All the name scents sold well in cologne and perfume, and one store was surprised (Shillito) when buyers—not last-minute ones, either—walked out with perfumes priced at \$20 up. Items in the \$2 to \$5 bracket did very well at Shillito, and the familiar dollar and \$1.65 items went like a flash.

Both Revlon and Rubinstein Christmas gadgets disappeared from the counters at once, and Arden boots, Dana purse perfumes, the Coty bells, and Tussy snowmen went soon after. Solid colognes rushed out at McAlpin's; a "dollar bar" of gifts at this store as well as Alms and Doepeke, paid off.

Men's lines had their biggest year here, indicating a growing trend of cosmetic gifts for men. One store was left with only two kits by Shulton; Shulton and Courtley led the pack. Soaps sold well as gift items.

There still was no resistance to price rises, though an Elmo representative said that her price cuts and a bit of advertising had increased her business (at The Fair) out of all proportion.

So far, the heavy emphasis on the wearing of pink in apparel has had no noticeable effect in cosmetics shades: women still prefer true red here.

Valentine promotions are light and buyers are not stocking hearts-and-cupids packages, as they consider them too perishable.

Reduced Price Sales Prove Popular, Beauty Columnist Helps Sell Hair Treatment

MAGGIE FLEMMING

Buffalo—The slow Christmas buying reported last month carried right through till the week before Christmas—the predominant percentage of all Christmas purchases being finally crammed into the five days just preceding the holiday.

At J. N. Adam's, the purchase of better known perfumes far surpassed last year's tally for this same period. Among those most in demand were Tabu, Chanel, Dana, Faberge and Guerlain. The packaging of Coty's preparations was held accountable for their being the packaged gift preference over all other lines, at this store, with Revlon gift sets making second place.

Post-holiday reduced-price sales at J.N.'s proved tremendously popular, the leaders in the lineup being Tussy's wind and weather lotion, Rubinstein's estrogenic hormone twins, Harriet Hubbard Ayer's hand cream, Dorothy Gray's estrogenic creams, Revlon's Aquamarine soap and lotion, and Velvet of Roses by Barbara Gould. . . . Hair preparations maintained their regular pace, doing their usual volume to swell the monthly totals.

Reduced price sales wonderfully

exceeded the net achieved by those of a year ago. It is thought that the anticipation of even greater price rises than those now in effect was responsible for the increase. The more popular lines were Milkmaid, Denny, Rubinstein, Barbara Gould and Dermetics.

At the moment, a big Rubinstein promotion on the New Hue Slant is being conducted at Hengerer's. Under the direction of Rod Barron, a special Rubinstein representative, assisted by two Rubinstein associates, Buffalo women were being shown how Rubinstein eye cosmetics dramatize and beautify the eyes to an intriguing capacity.

Hengerer's had an interesting experience with Restor, the \$1.50 liquid that enhances hair that is too bleached, stubby, coarse, dull, etc. It was advertised and generally all-around "pushed" in the usual fashion that usually produces worthwhile results—but on this item, promotional efforts were all to no avail. Suddenly, a local beauty columnist publicized the merits of this product in her column, and the buying that resulted was amazing—particularly considering the failure of earlier sales tactics.

A constructive New Year's thought,

wheedled from Mrs. Paulette French, Hengerer's toiletries buyer, suggests that perfume sales could be greatly accelerated if the Fragrance Foundation, as a group, presented a series of institutional ads in various newspapers across the country, their message geared toward increasing the interest, understanding and multiple uses of perfume, thus improving the sales potential tremendously.

Hair Color and Treatment Lines Move Well

JANE KENDALL

Pittsburgh—Hair coloring seems to be making big progress in Pittsburgh, judging from the number of stores which are running promotions on the color products. The Thrift chain is buying a lot of newspaper space to push Tintz shampoo coloring and the Sun Drug Stores keep 25 cent packages of Nestle Colortint capsules in prominent displays on their counters. Also featured by the Sun chain are the Parker Herhex hair treatment products.

Tying right in with the interest in hair preparations is the Pittsburgh Press, whose beauty editor has run several articles on hair preparations.

Treatment Products

Horne's department store featured Estee Lauder cosmetics in a recent promotion helped by Miss Estee Lauder, who made a personal appearance in the store for two days, to boost sales. Cold weather here has aided sales of hand creams and treatment lines and many stores are now featuring them. Gimbel's has been promoting the Elizabeth Arden line with a great deal of success, especially with Ardena Eight Hour Cream for chapped skin. The cream sells for \$2.00 plus tax but has been moving very well.

Max Factor's World of Beauty hand lotion is featured in the Rexall stores here in two sizes, nine ounces for \$1.30 and six ounces for \$1.10. Although the smaller size has sold well to office workers buying on impulse during the cold days, the large size has not been far behind. The squeeze bottle on this item makes it very easy to use and builds good will for repeat purchases.

Dial soap sells around here for two complexion size cakes for 27 cents as against two bath size cakes for 37 cents elsewhere. The soap is being promoted as a complexion item very successfully during the winter.

NEW PACKAGING and PROMOTIONS



Hudnut men's line

RICHARD HUDNUT is expanding its line of men's products to include brushless and lather shave creams, shave lotion, cologne, cream hair dressing and deodorant cream. Prices range from 60 cents to \$1.00.

NULLO will spend nearly a million dollars in all media to expand the market for its chlorophyll deodorant pills, according to Willis A. Diekema, president of the De Pree Co., Holland, Mich., maker of the pills. Three sizes will be featured, the original bottle of 30 tablets retailing for \$1.25, the six tablet container for 29 cents and a new family size of 100 tablets at \$2.95.

SIMPLE NAMES are being substituted for the previous non-descriptive names on Revlon's rouge line. In a move to make it easier for customers to match rouge and lipstick, the firm has cut the number of shades available from nine to six and has renamed the shades after the color casting ranges they cover. Names of lipstick are not affected; they continue as before.

STRAW HAT SPRAY by Faberge is a cylindrical bottle of Faberge Straw Hat cologne with a daisy-petalled atomizer, both packaged in a miniature florist's gift box. The set retails for \$2.50.

SCENT FROM HAWAII, made by C. H. Brown & Co., Honolulu, T. H., has added cologne at \$15.00 per bottle to its line. Each bottle contains a real flower of the same fragrance as

the cologne. The bottles are rectangular and packaged in clear plastic sleeves so that the flowers can be seen when the packages are on display.

RE-USABLE COMPACT with compressed powder is being promoted by Helena Rubinstein in view of the metal shortage. The gold-colored container is equipped with springs that press back to release the used powder cake and grip a replacement. The top of the case contains a mirror and leaves space for a small powder puff between the powder and the mirror. The compact retails for \$2.00 plus tax and refills sell for 75 cents plus tax.



Jean Naté shave lotion

AFTER-SHAVE LOTION by Jean Naté, Inc., New York, features a dress shirt front as a label for the bottle. The lotion sells for \$1.50.

GUERLAIN has introduced a king size version of its French soap which is available in four fragrances. The bath sized cakes retail from \$3.00 to \$6.00 for a package of three depending on the fragrance.

BRIGHT FLIGHT is the label on the newest Chen Yu promotional package. A butterfly shaped card in bright colors holds a lipstick, sample bottle of nail lacquer and sample bottle of Fluid Cloudsilk makeup. The new package will be shipped in April.



Zut gift package

ZUT for Easter is a new gift package of Schiaparelli Zut cologne and miniature of perfume. Selling for \$5.75, the container is a mauve and green box.

CRYSTALLIN FINISH is a feature of the Peggy Sage line of nail polishes for 1951. Reportedly a new type of color blending and new method of formulation, the finish is claimed to have greater endurance than other products. The new polishes retail for \$1.00 a bottle.

PREMIUM OFFER by Colgate-Palmolive-Peet is a simulated pearl necklace for users of Palmolive Soap. The necklace offer is being promoted by a coast-to-coast advertising campaign using 105 Sunday newspapers and national magazines.

NINA RICCI perfumes, distributed by Jacqueline Cochran, Inc. has added Fille d'Eve Eau de Toilette to its line. The new toilet water will be

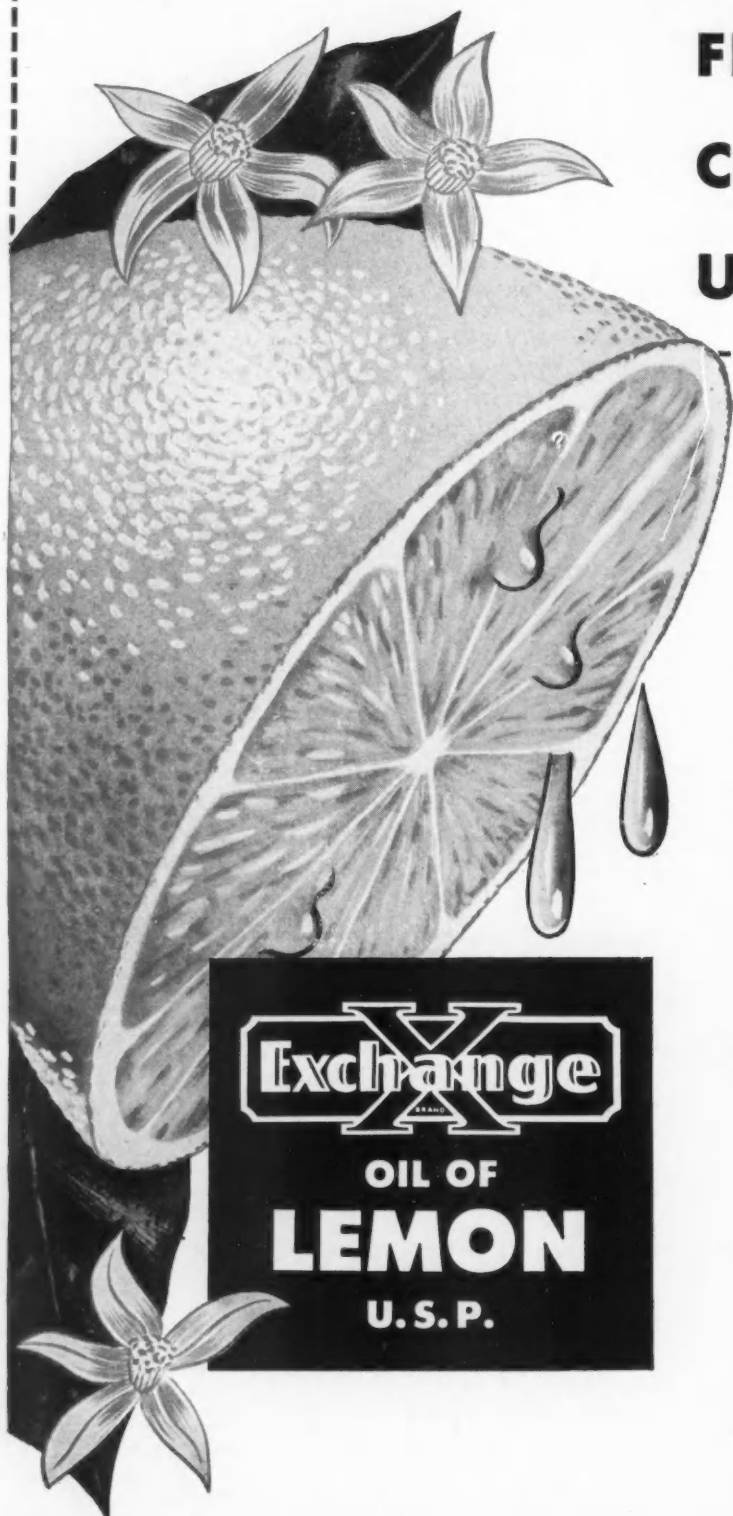


New Nina Ricci product

on sale in March in sizes from one ounce to 16 ounces costing from \$2.25 to \$18.00.

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Flavors



Sweetness and Molecular Structure

A discussion of the complex problem of the relationship between sweetness and structure . . . Theories of sweetness . . . Analysis of sweetening agents

MORRIS B. JACOBS, PH.D.*

THE general problem of the relation of taste sensation and molecular structure has certainly not been elucidated, although we can place compounds in certain large categories. For instance, we know that acids usually taste sour; some salts are salty in taste though others are bitter; most glycosides are bitter, (that is glycosides in the sense of those isolated from plants like the digitalis and strophanthin groups and not in the sense that sucrose may be considered a glycoside) and most alkaloids, for instance, picrotoxin, strychnine, and brucine are very bitter; many carbohydrates are sweet.

The special relationship of sweetness to structure has proved to be of unfailing interest and is, in all probability, a more complex problem than the other taste sensations with the possible exception of the bitter taste sensation.

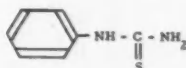
It was mentioned in a previous paper in this section that no adequate theory of the relation of sweetness to structure has been evolved and it was pointed out that much of the development in this field has been accidental. We do, however, have considerable knowledge of the structure of certain sweet compounds and the sweetness or lack of sweetness of compounds derived from or related to such known sweet compounds has often been evaluated. This will be considered in greater detail.

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn

It would be indeed interesting to review the physiology and the anatomy of taste sensation but this in itself is a large topic and has relatively recently been reviewed by A. T. Cameron in his pamphlet on *The Taste Sense and the Relative Sweetness of Sugar and other Sweet Substances* which has been issued by the Sugar Research Foundation and to which the reader is referred. It should be noted that this publication does not discuss the artificial sweeteners.

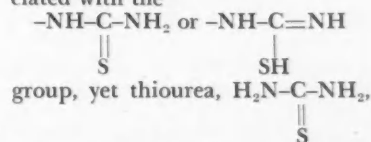
One factor of great interest in taste physiology is the range and variability of taste perception as judged in different individuals. We know well and accept without question that individuals vary in visual acuity from zero vision to what one might consider better than normal. In an analogous manner we understand that there are marked differences in the ability of individuals in hearing. Yet it is often difficult to get people to accept that fact that there are such marked variations in taste perception.

One experiment that illustrates this point vividly is to arrange a taste panel for phenylthiocarbamide:



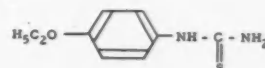
It will be found that to three or four persons out of ten, this compound appears to be tasteless. The others consider phenylthiocarbamide to be bitter.

The bitter taste seems to be associated with the

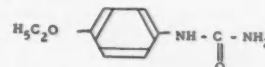


or thiocarbamide, itself, is nauseatingly sour and urea or carbamide, $\text{H}_2\text{N}-\text{C}-\text{NH}_2$, is slightly bitter. A

derivative of phenylthiocarbamide, namely, *p*-ethoxyphenylthiocarbamide



is also bitter to most persons but it is also tasteless to some persons. The related compound, *p*-ethoxyphenylcarbamide



or as it is much better known, dulcin, in which an oxygen atom is substituted for the sulfur atom is very sweet to all persons.

As mentioned there have been a number of theories of sweetness postulated. Thus some 50 years ago Cohn suggested that certain groups carried the sensation of sweetness, for instance



Such groups he termed duligens. Cohn introduced a general idea of

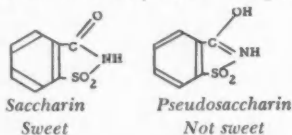
sapophoric groups for all taste sensations.

Later Oertly and Meyer, *J. Am. Chem. Soc.* 41, 855 (1919), suggested that sweet compounds contained two groups which he named glucophores and auxoglucs in analogy to Witt's theory of color in which the presence of chromophore and auxochrome groupings are postulated. The glucophore segment had the power to form sweet compounds; the auxogluc was the segment which formed the sweet compound when combined with the glucophore. Thus a grouping such as $\text{CH}_2\text{OH}-\text{CHOH}-$ was a glucophore which when combined with an auxogluc like $-\text{CH}_2\text{OH}$ formed a sweet compound like glycerol.

Attractive as this theory was it was soon realized that it failed to account for the sweetness or lack of sweetness of many compounds let alone accounting for the extraordinary sweetness of such compounds as saccharin and dulcin, which were well known then.

Difficulties Encountered

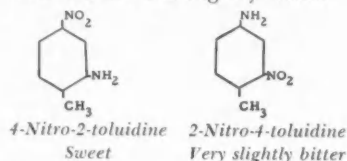
The difficulties that have to be surmounted in presenting any theory that will account for the relationship of structure and sweetness are many for not only the groups present are important but even their arrangement is very important. For example, saccharin, as we all know is very sweet but pseudo-



dosaccharin, which is isomeric with saccharin, is not sweet. Alpha-alanine, $\text{CH}_3\text{CHNH}_2\text{COOH}$, is sweet but its isomer beta-alanine, $\text{CH}_2\text{NH}_2\text{CH}_2\text{COOH}$, is not sweet. Leucine, another alpha-amino acid, $(\text{CH}_3)_2\text{CHCH}_2\text{CH}(\text{NH}_2)\text{COOH}$, is sweet but its isomer, $\text{CH}_3\text{CH}_2\text{CH}-$

$(\text{CH}_3)_2\text{CH}(\text{NH}_2)\text{COOH}$, is bitter.

Another striking example is given by 4-nitro-2-toluidine and 2-nitro-4-toluidine. The former is sweet while the latter is slightly bitter.



Saccharins

It has been shown that the sweet taste of saccharin is attributable to the anion. The alkali and alkaline earth salts of saccharin are sweet. Indeed the sodium and ammonium salts are sweeter than saccharin, itself. However, the salts of saccharin formed with heavy metals are usually astringent. It is also known that if the benzene ring of saccharin is substituted the sweet taste of saccharin is generally reduced and some of the compounds formed have a bitter taste. The sweet taste of saccharin is also lost if the sulfimide ring is opened or if the imide hydrogen is replaced by some other group than the alkali metals mentioned above.

Dulcin Derivatives

A number of *p*-alkoxyphenylureas to which group dulcin belongs are sweet. If a derivative is prepared in which the terminal NH_2 group is substituted the sweet taste is not retained. It was mentioned in a previous paper in this section that the principal of vinology, that is the substitution of a vinyl linkage in the chain, seemed to apply to this group of compounds since sweetness was retained.

One might think that taking two sweet compounds and combining them to form one compound might increase the sweetness but this apparently does not work, for saccharin-2-*p*-ethoxyformanilide is not

sweet nor is saccharin-6-dulcin. On the other hand dulcin does appear to have a synergistic action on saccharin for when both of these compounds are used together as a sweetening agent, the apparent sweetness is greater than an additive function of the sweetness contributed by each component of the mixture.

Alkoxyaminonitrobenzenes

The difference in the sweetening power of the alkoxyaminonitrobenzenes is profound. For example, 1-*n*-propoxy-2-amino-4-nitrobenzene is 19 times as sweet as the homologous methoxy compound, the former being 4,100 times as sweet as a 1% sucrose solution and the latter being 220 times as sweet as a 1% sucrose solution. The propoxy compound is about 12 times as sweet as the ethoxy derivative, twice as sweet as the allyloxy analogue, 4 times as sweet as the *n*-butoxy homologue, and 7 times as sweet as its isopropoxy isomer.

Compounds belonging to the nine other groups of the alkoxyaminonitrobenzenes are without taste with the exception of those belonging to the 1-alkoxy-2-amino-6-nitrobenzenes for these are slightly bitter.

Sulfamates

After it was discovered that the salts of *N*-cyclohexylsulfamic acid were sweet, the relationships to other compounds was checked. It was noted that the sodium *N*-phenylsulfamate, the unsaturated analogue, had only a sweet aftertaste. On the other hand sodium *N*-*n*-hexylsulfamate, which, as the original investigators point out, can be considered as sodium *N*-cyclohexylsulfamate in which the ring has been opened, is not sweet. This indicated that the reduced ring, that is the cyclohexyl ring, was necessary for the sweet taste, but the free *N*-cyclohexylsulfamic acid has only

(Continued on page 137)



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Soaps



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PAUL I. SMITH

THERE is no doubt that one of the modern trends in soap manufacture is the use of fatty acids instead of natural oils and fats for high grade soap productions. At present, plant limitations and relatively high prices rule out the possibility of this replacement taking place in the immediate future. There is, however, little doubt that such a change will be effected when the economics of fatty acid production are improved. Already, of course, fairly widespread use is made of fatty acids in the manufacture of liquid soaps, speciality soaps, textile soaps, metallic soaps, etc.

The advantages of employing pure fatty acids instead of glycerides can be summarized as follows:—

1. Modern distilled fatty acids, even those derived from inferior fat stocks, are white in colour or at least very light in colour, odourless and uniform in quality. The solid acids are usually available in very convenient forms, such as slab, flake, bead and powder, packed in cotton bags or wooden barrels, and the liquid acids in aluminum drums or tank wagons. The soaper when ordering quantities of a given acid, such as a high grade distilled stearic acid, knows that its titre, saponification acid and iodine values will from consignment to consignment only differ within fractions of a degree or maybe just



Paul I. Smith

one or two degrees. Colour, which is usually based on the Lovibond test, is only likely to vary within very narrow limits, e.g. a good triple pressed stearic acid will have a reading of Lovibond Red 0.1-0.5 and Lovibond Yellow 1-2. This means that soap production can be standardized to a degree not possible with ordinary soap manufacture. It should be remembered that apart from the use of single fatty acids, such as stearic, oleic, palmitic, lauric, myristic, etc., there are now available distilled mixed fatty acids from common oil sources, such as coconut, cotton seed, soya bean and tallow, etc. Some of these can be obtained in special grades which have had a major proportion of the lower acids removed, e.g. coconut fatty acids are available with most of the caproic, caprylic and capric acids

removed so as to improve the quality of the finished soaps. This fact is in itself rather important as the short chain acids naturally present in coconut fatty acids are suspected of causing skin irritation in liquid soaps made from coconut oil. Apart from the use of straightforward fatty acids it is also possible to purchase hydrogenated fatty acids e.g., one well known grade of hydrogenated animal fatty acid has a titre of 57.0-6.0° C.; colour (5¼ Lovibond column max.) 4 yellow-0.4 red; iodine value (Wijs) 1.4 free fatty acid (as oleic) 100-103; acid number 199-205 and saponification value 201-207. The low iodine values of these hydrogenated fatty acids is of interest as it is known that this tends to improve the stability of manufactured soaps. One of the main disadvantages of soaps made from straight soya and cotton seed fatty acids is their poor stability as reflected in high iodine values. To cheapen soap stock needed for non-toilet purposes use can also be made of split fatty acids which have essentially the same compositions as distilled fatty acids with the exception of colour, e.g. split coconut fatty acids have a disagreeable brown colour as compared with distilled coconut fatty acids having a Lovibond reading of 1-3 red and 8-12 yellow.

2. Soap making with fatty acids is easier, quicker and more econom-

ical than when using natural fats. Apart from saving time and steam, the manufacturer is also able to effect an important economy in alkali consumption.

3. If white, odourless fatty acids are used in soap making the appearance of the finished product, liquid and hard soap, will be greatly improved. Perfumery ingredients are not so liable to deteriorate in fatty acid soaps and the shelf life of toilet soaps is increased.

4. Fatty acids have a long storage life and the liquid acids, which at one time were considered to be rather unstable and liable to take on a disagreeable brown colour, will not darken in colour or show any undesirable changes if stored in aluminum drums or tanks. It is contact with iron which usually causes discolouration of fatty acids.

In conclusion it is important to stress the great advantage of using only the finest fatty acids for toilet soap manufacture, the higher the degree of purity and freedom from such bodies as poly-unsaturated fatty acids (frequently present in oleic acid) the greater the stability of the finished soap.

Industry News

Soap Companies Refused New Trial on Pricing Charges

The Federal Trade Commission has ruled that three soap companies charged with unlawful price discrimination are not entitled to new trials merely because a trial examiner who began hearings in the cases was retired on account of age before they were completed.

The ruling was made in cases involving Lever Brothers Co., Procter & Gamble Co. and Colgate-Palmolive-Peet Co. It represented a reversal of the ruling of trial examiner Earl J. Kolb granting trial de novo to the companies after he was appointed to complete the cases on the retirement of trial examiner Randolph Preston, before whom the hearings had begun.

Soap Assn. Issues New Home Management Pamphlet

The enterprising Assn. of American Soap & Glycerine Producers, Inc. has issued an eight page pamphlet "A Clean, Clean House, Earlier than You Think." The thesis is that efficient upkeep of home furnishings not only adds longer life but gives the homemaker added time for patriotic and other duties. It gives room by room notes on

housekeeping jobs and how to organize the important ones into a definite pattern. The pattern it shows may be speeded and made pleasant by the use of efficient equipment plus the right cleaners for the right job. Another feature is a comprehensive discussion of soap and detergent facts to aid homemakers in choosing types of products best suited to their individual washing and cleaning needs.

Canadian Soap Makers Show Interest in Rosin

Canadian soap manufacturers purchased only small amounts of rosin in 1949 and the first half of 1950 but are showing new interest in the market, because of the rise in tallow prices. A large company in Toronto, which dropped rosin from its soap formula, is reported to desire a specialty rosin for one of its brands. Other major soap companies also are seeking rosin, but they use the wood product, which importers find difficult to obtain.

Wide Sheets Make Best

Premium Survey Discloses

Industrial Surveys Co., which made a 4500 family national survey to find out premium preferences, found that out of 250 premiums listed a pair of double sized sheets is the most popular. A pair of double sized sheets was 70% ahead of the next most popular premium. The data has been made available to companies which use premiums in their sales work.

Medical Assn. Approves

pHisoHex Name

The name pHisoHex as the shortened form of pHisoderm with hexachlorophene has been approved by the Council of Pharmacy and Chemistry of the American Medical Assn. The product is an antibacterial, sudsing, emollient synthetic skin detergent. Originally introduced as a potent antiseptic detergent for surgical scrubs in hospitals it is also widely prescribed for patients by dermatologists and is used for the prevention of cross infection in hospitals and homes.

Lever Bros. Co. Introduces

Color Freshener for Lux Flakes

Lux Flakes is introducing color freshener, a formula that allows colored materials to renew their exact colors and whites to stay at their original shade with every laundering according to the Lever Bros. Co.

New Soap Builder

THE new water soluble cellulosic compound, sodium cellulose sulphate, is now being evaluated as a detergent additive. Its useful function is the prevention of redeposition of soil which has been removed from the fabric by the detergent. In this respect it is similar in action to sodium carboxymethylcellulose or sodium cellulose glycolate which is now being incorporated in amounts up to 10 in synthetic detergents.

Sodium cellulose sulphate is available in the form of a light tan, dense, free flowing powder which is soluble in both hot and cold water. This soluble cellulose is being offered in two grades, medium and low viscosity types. The medium lies in the viscosity range of 300-1000 centipoises, and the latter in the range of 20-70 centipoises, both in 2% aqueous solution at 20 degrees C. The pH of a 1% aqueous solution is 6-8.

Of importance to the soap manufacturers contemplating using sodium cellulose sulphate or S.C.S., are the following facts:—

1. The compound is readily soluble in water.
2. It is inert and non-toxic.
3. It possesses unusually good stability and can be stored at either high or low humidities.
4. At or above pH 11 the viscosity of S.C.S. solutions is decreased to about 25-35% of its original value, otherwise alkalies have no effect on the cellulose compound. It is highly resistant to hydrolysis.
5. Medium viscosity sodium cellulose sulphate is able to tolerate inorganic salts and the low viscosity type is completely unaffected by them and all reasonable concentrations.
6. Sodium cellulose sulphate is readily compatible with glycerine, gelatine, water soluble gums and all perfuming ingredients.

Lavender Soap Perfumes

BY using different proportions of artificial and natural lavender oils and spike lavender oil it is possible to formulate soap perfumes suitable in cost for any grade of soap from a liquid soap to the most expensive toilet soap. Many manufacturers rely on the lavender compounds developed by perfume suppliers specifically for use in soaps, as the formulation of lavender compositions which will give satisfactory results in soap bases is achieved only by perfumers of long experience with the problem.—Schimmel Briefs.

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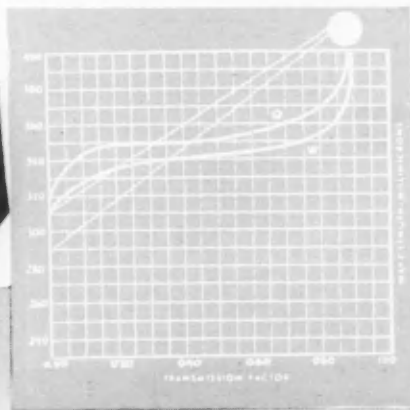
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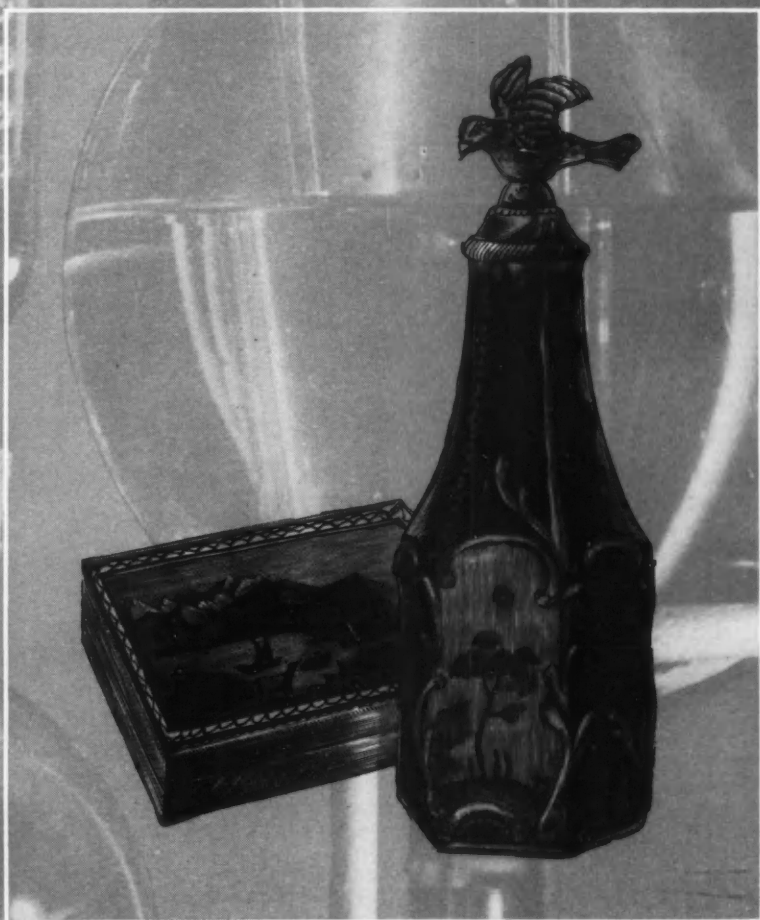
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For H-A opal jars and crystal bottles are
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space so that quality products quickly tie
in with quality names.
H-A Cosmeticware is as sales-minded as it
is efficient.

Soap Makers Study Defense Problems

*Economic changes discussed at the annual meeting of
the Association of American Soap and Glycerine
Producers in New York on January 31 and February 1*

ROBERT K. NEWCOMB

THE problem of serving the best interest of the United States in the coming year entered into almost every activity at the 24th annual convention of the Assn. of American Soap and Glycerine Producers at New York's Hotel Plaza Jan. 31 and Feb. 1. In addition reports of the Associations different divisions told of excellent progress by the industry during the past year.

In the opening address on the morning of Jan. 1, E. W. Wilson, vice-president of the association and vice-president of Armour & Co. welcomed the members to the convention, outlined the activities of the group, and reviewed the major problems encountered by soap manufacturers during 1950. Stating that the year divided into two parts, before and after Korea, he said: "In the first six months, combined sales of soaps and synthetic detergents as tabulated at our Association office reached a total of one billion 628 million pounds, which was a little over five percent



The quiz panel which answered questions submitted at the meeting of the association's Industrial Soap Division consisted of (left to right) J. C. Harris, moderator George Perkins, J. L. Brenn, M. L. Sheely, and R. E. Hauber. The session was very well attended.

above the year before. . . . After Korea, the situation changed sharply. Combined sales of soap and synthetic detergents for the second six months of this year were one billion 880 million pounds, an increase of 18 percent over the second six months of 1949."

P. J. Stomberg, vice-president of the A. C. Nielson Co. followed Mr. Wilson's speech with a talk on the information on soaps gained in 1950 from his company's bi-monthly audits of 1800 retail grocery, grocery combination, and country stores in the U.S. Mr. Stomberg showed the



Paul Hoffman speaks at the annual dinner which climaxed the convention. Seated on either side of him are (left to right) Niles Trammel, president of the National Broadcasting Co.; J. J. Babb, president of Lever Bros. Co., Bishop C. K. Gilbert and Roy Peet.



E. W. Wilson, vice-president of the group, welcomes members to the 24th annual convention as Arthur Upgren looks on.



B. F. Flynn of the Pacific Soap Co. discusses the Glycerine situation with W. G. Werner of the Procter & Gamble Co.



E. W. Wilson greets B. F. Flynn, retiring member of the association's Board of Directors at the Directors meeting on Feb. 1.



Lawrence Flett pauses to answer a question following his speech on the industrial application of synthetic detergents.

trend in food store products from 1940 to 1950 and indicated the steady rise in dollar sales, broken only by a slight levelling tendency in 1949. He forecasted that tonnage sales of food store items will continue to show only small gains over last year while dollar sales as a result of higher prices will show rather large increases and that unusually high consumer income, during the early part 1951 at least, will have a positive bearing on food store sales and food prices.

Mr. Stomberg pointed out that while tonnage sales had risen in line with those of other grocery store products, dollar sales of soap had not risen as much as those of the other products. He added, however, that cost-per-pound figures derived from dividing total dollar sales by total tonnage sales can not be used to measure price trends because the composition of the soap market has changed. Many people have shifted since 1940 from bar to package soaps and more recently the synthetic detergents have captured a

substantial share of the market. Then, using data gained by the more accurate method of averaging retail prices, he showed that, using 1940 as a base period, the prices of packaged laundry soap were 49 percent higher, toilet soap 40 percent higher, whereas food prices generally were up 117 percent and the cost of living was up 75 percent. He added that although the expansion of soap advertising has been substantial it is well below the increase in dollar sales, 87 percent versus 121 percent.

In closing, he discussed quality of products and said "I sincerely believe, and experience with many products bears me out, that continued success of a product can be assured only if its quality is equal to or better than the best competitors have to offer. You cannot afford to relax on the quality of your products."

Arthur R. Upgren, professor of Economics and Finance at the University of Minnesota then spoke on the economic outlook for

1951 and predicted a six to eight percent inflation in wholesale prices and an eight to ten percent rise in the cost of living.

At luncheon G. A. Wrisley presided and introduced Vice-Admiral Joel T. Boone, former Inspector-General, Navy Medical Activities, who spoke on medical care in the Korean war.

Specialty Soap Division

R. H. Young, division chairman and president of the Davies-Young Soap Co. presided at the meeting of the Specialty Soap Division in the afternoon. The feature of the meeting was a symposium on concentration of liquid soap for use in dispensers with J. L. Brenn, president of Huntington Laboratories as moderator. Speakers were W. T. Ingram of New York University and *Modern Sanitation* magazine, Martin Peters of Moore Bros. Co., Dr. H. E. Harding of National Dairy Products Research Laboratories and Mr. Brenn. Following the symposium was the business



G. A. Wrisley of the Allen B. Wrisley Co. greets Vice-Admiral Joel T. Boone before luncheon the first day of the convention.



Jervis J. Babb listens attentively as Paul G. Hoffman of the Ford Foundation hears about the entertainment at the banquet from E. W. Wilson, vice-president of the association. The scene was the banquet in the hotel's Grand Ballroom on the night of February 1.



Roy Peet and W. G. Werner learn about the advantages of cotton clothes from Miss Jeannine Holland, 1951 Maid of Cotton.

meeting at which A. G. Peck, Peck's Products Corp., was elected chairman.

N. N. Dalton, Association Glycerine Consultant presided and reviewed the glycerine situation at the Glycerine Division meeting which ran concurrently with the Specialty Soap Division meeting in the afternoon of Jan. 31. Mr. Dalton reported that glycerine production in 1950 reached an all time record of over 220 million pounds, compared with 1949 production of 194 mil-



The fashion show of washable cotton clothing presented by the National Cotton Council for the members' wives drew a large attendance from male convention goers as well. The show was held in the Grand Ballroom of the Hotel Plaza the afternoon of January 31.

E. Scott Pattison, executive vice-president of the G. M. Basford Co., agency for the Glycerine Division, reported that despite the present demand for glycerine the association's advertising and promotion program was being continued for the long range values of broader product understanding. Following these reports officers for the coming year were elected. The new chairman is A. W. Chubert with C. C. Oliver as vice-chairman.

At 4:00 P.M. Miss Jeanine Holland, 1951 Maid of Cotton, was

motion group provided material for newspapers, magazines and radio without charge and had tremendous success in publicising cleanliness. An eight page pamphlet put out by the association through newspapers and other media had a circulation of over 35,000 copies immediately after it was first offered and repeat orders continue to come in. In the field of cleanliness in schools, the group has been working with the National Education Assn. on a survey of school cleanliness facilities. The association's board of directors has increased the cleanliness promotion budget to \$70,000 for 1951 in recognition of the success of the program.

Fats and Oils

Ralph S. Trigg, administrator of the Production and Marketing Administration of the U.S. Department of Agriculture and president of the Commodity Credit Corp. spoke on the fats and oils outlook for 1951, saying that the U.S. is in a much better position than it was ten years ago because since 1941 this country has changed from a net importer to a net exporter of fats and oils with a gain of over 2.5 million pounds of production. He added, however, that we could expect shortages in some imported specialty oils because of declines in normal imports resulting from the international situation. According to Mr. Trigg there is no present need for the sort of Government-industry fat salvage program which was carried out during the last war. John W. McCutcheon, consulting chemist on special assignment with the Department of Agriculture spoke on possible expanded industrial uses for tallow and grease.



R. H. Young, Specialty Soap Division chairman and president of the Davies-Young Soap Co., poses with M. J. Peters of Moore Brothers Co. and J. L. Brenn at the Specialty Soap Division meeting on the afternoon of January 31. Mr. Young is chairman of the division.

lion pounds and that glycerin production constituted 39 percent of all polyalcohol production during the past year. Mr. Dalton's report analyzed the poundage of glycerine and each of the other polyalcohols used by the various industries.

Dr. Carl S. Miner, Jr. of the association's laboratories reported on glycerine research during 1950. The program, started 22 years ago, concentrated on studies of alkyd resins and ester gum reactions, solubilities of sugars in glycerine solutions and esterification reactions of glycerin with stearic acid.

presented to the members, their wives, and fashion editors in a fashion show of an all-cotton wardrobe.

Second Day

On Feb. 1 the members of the association attended a breakfast given by the True Story Women's Group. Afterwards N. S. Dahl, general manager of the John P. Stanley Co. presided at the meeting. G. A. Wrisley reported on the group's cleanliness promotion activities. Working on a budget of \$30,000 in 1950 the cleanliness pro-

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Lawrence H. Flett, director of the New Products Division of National Analine Division of Allied Chemical & Dye Corp. spoke on the industrial application and outlook for synthetic detergents, saying that the soap industry in the future is likely to be hampered by a declining supply of fats and fatty acids and that a great deal of research will be necessary raw materials, new products and new uses for present products.

At luncheon Jervis J. Babb, president of Lever Brothers Co., presided and introduced Gen. W. H. Harrison, administrator of the Defense Production Administration, who spoke on the function of the Defense Production Administration and on the role of industry in the defense effort.

Officers Elected

At the afternoon business meeting elections were held for officers of the association. Neil H. McElroy, Procter & Gamble Co., was elected president; E. W. Wilson, Armour & Co., vice-president for the Mid-West; E. M. Finehout, Los Angeles Soap Co., vice-president for the Far West; Nils S. Dahl, John T. Stanley Co., treasurer; and Roy W. Peet was elected Association manager and secretary. The post of vice-president for the East was left open. A meeting of the Board of Directors followed the business meeting.

Industrial Soap Division

George Perkins, division chairman and president of Perkins Soap Co., presided at the meeting in the afternoon of Feb. 1 and introduced Dr. J. W. Perry, professor at Massachusetts Institute of Technology, who spoke on new uses of industrial soap and synthetic detergents. Following the speech a quiz panel of four experts answered questions submitted by members of the industry. The panel consisted of M. L. Sheely, Armour & Co.; J. L. Brenn, Huntington Laboratories; J. C. Harris, Monsanto Chemical Co.; and R. E. Hauber, Procter & Gamble Co. Mr. Perkins was reelected chairman of the division and R. O. Trowbridge was elected vice-chairman.

Annual Dinner

The association's annual dinner was held in the Grand Ballroom of the Hotel Plaza at 7:30 P.M. and was preceded by the President's Reception. Speaker at the banquet was Paul Hoffman, director of the

Ford Foundation and former director of the Economic Cooperation Administration. Following dinner the group was entertained by Guy Lombardo's orchestra, Dinah Shore, Eddie Cantor and other stars provided jointly by the American Broadcasting Co., Columbia Broadcasting System, Mutual Broadcasting System and National Broadcasting Co.

Sweetness and Molecular Structure

(Continued from page 130)

a lemon-sour sweetness. If the imide hydrogen was replaced by organic groups such as methyl, ethyl, or cyclohexyl, the derivatives formed were not sweet-tasting compounds.

As a result of their work, Audrieth and Sveda, *J. Org. Chem.* 9, 89 (1944) concluded that the sweetness of the N-substituted sulfamic acids was limited to those derivatives formed in which a cyclohexyl ring which may or may not have a substitution and a free hydrogen on the nitrogen, that is an imide group, are present, namely, $R.NH.SO_2.OX$ compounds in which X represents any salt forming group.

Stereochemical Effects

The variation in sweetness attributable to difference in structure of isomers has been noted but even more baffling is the great variation of sweetness in stereoisomers. The *syn* form of 5-benzyl-2-furaldoxime is 700 times as sweet as sucrose but its *anti* isomer is only 100 times as sweet as sucrose. The *anti* form of perilla aldehyde is very sweet whereas the *syn* form is not sweet at all.

It is clear that though chemists have considerable data on the sweetness of compounds whose structure is known and that this sweetness and structure can be correlated within given groups of compounds, the relationship between the groups themselves has not been established. It is, of course, possible that some of the published statements need verification. This is a field, indeed the entire field of taste is one, which needs full investigation. Our thoughts in this field have been so tightly bound to the classical physiology of half a century ago that we find it increasingly difficult to free ourselves from those concepts.

According to the U. S. Dept. of Agriculture, Production and Marketing Division, frozen concentrated orange juice now accounts for 19% of total purchases of orange products.

Book Reviews

PERFUMERY SYNTHETICS AND ISOLATES. Paul Z. Bedoukian, Ph.D. Cloth covers, 488 pages, D. Van Nostrand Co. 1951 Price \$7.

This carefully compiled volume will be welcomed throughout the industry because it supplies a genuinely felt want for authoritative data on perfumery synthetics. The work, the author explains, is not intended to be an academic treatise. It contains the history, chemistry, physical and chemical properties, manufacture, uses and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. The books are a must in the library of chemists in the perfume and flavor industries. In the introduction the author presents a terse but adequate outline of the scientific development of the perfume industry. Some of the more important analytical methods employed in the examination of perfumery synthetics and isolates are given in the concluding pages; and all of the procedures described are standard methods used in the industry. Following the description of chemical methods of analysis, physical methods of analysis are given. A complete index adds to the value of this useful book.

SCHIMMEL REPORT ON ESSENTIAL OILS, AROMATIC CHEMICALS AND RELATED MATERIALS, 1947-1948. Heavy paper covers, 6x9 in., 125 pages, illustrated. Schimmel & Co. 1951 Price \$3.

The latest Schimmel Report covering two years offers the usual painstaking record of scientific and commercial developments, research and other information in the field of essential oils and aromatic chemicals during the years of 1947 and 1948. The book follows the general plan of previous issues in using a clear alphabetical arrangement. A foreword to the essential oil section draws attention to the more outstanding developments covered as does a similar foreword to the section dealing with research on aromatics. Also included is a miscellaneous section covering some research on sources of essential oils, a brief summary of work done on the biogenesis of oils, reports of new methods of analysis and a summary of recent developments in odor perception.

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Do sharply rising costs of essential oils
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Hints for Improving Production

How better workmanship, higher production and better personnel relations may be obtained by regular and thorough maintenance. . . .

A check list of suggestions. . . . New and improved equipment

REGULAR and thorough maintenance, sometimes known as "good housekeeping," means better workmanship, higher production, more perfect personnel relations and top quality work in any plant.

When this is done systematically with a well-worked out procedure insuring that nothing has been overlooked production control is made easier, inspection work improves, materials and supplies are more easily conserved, time is saved, accident hazards are eliminated, fire protection is improved, cleaning costs are reduced and morale is increased.

In the paragraphs to follow is a maintenance check list made up through combination of the most often used and best features of a number of such check-lists as used by cosmetic and other manufacturing companies throughout the country; a list which can serve as an excellent guide for any plant management by modification to suit its individual needs.

Building

1. Keep walls clear of unplanned storage of wire, fittings, rags, etc.
2. Remove notices, posters, etc., from walls and keep only on centrally-located bulletin boards.
3. Vacuum cleaning of walls at least every three months has been found best procedure.
4. A check of walls for reflective value in illumination at least once a year is advisable; and re-painting when light reflective values drop low is advisable. Most electric company engineering departments will do this without charge.
5. Keep floors clean and well repaired. Cracks and breaks in floors should be repaired as soon as they occur, even under machines.
6. Make certain machines are

not dripping oil or grease on floors; if so, provide catch pans.

7. See that the system for cleaning and rubbish removal is operating so that the job is done daily and done efficiently.

Plant Layout

8. Aisles and passage-ways should always be kept clear; painting stripes to denote areas in which clear traffic is to be maintained is advisable.

9. Check to make certain exit areas are always clear; that emergency doors are operating easily and efficiently; that access to these exits can always be obtained speedily and without chance of blocking.

10. Check all stairways at least once a week to make certain no structural faults have arisen, that they are being kept clear of obstructions, and that all dark areas thereon are well lighted.

11. Drinking fountains should be washed and cleaned daily and a system of self-maintenance by employees made a part of the plant routine.

12. Dispensers of bottled drinks and confections should be set in areas where congestion will not affect plant routine.

13. Safety installations should be inspected at least once a week for assurance that they are in operating order as well as for cleanliness.

14. Fire-protection equipment should always be accessible.

15. Fire extinguisher contents labels should be inspected at every maintenance routine and kept fresh.

16. Fire-protection equipment should be included in the maintenance cleaning routine of the plant.

17. Every major unit in the plant should have a maintenance record

card and this card, or a tally-sheet, taken along on every maintenance check-up.

18. Dirt and dust accumulations should be removed from machines daily and a thorough and complete inspection made at least once a week.

19. Equipment painted surfaces should be checked at least once a month to make sure paint still protects metal surfaces in preservation and provides glare-proof surfaces.

20. Floor bolts of machines should be checked at least once a month; for loose bolts can result in excessive vibration with resultant damage and possible accident hazards.

21. Power leads to each unit of equipment should be checked on every routine maintenance check and when the slightest sign of wear appears should be immediately replaced.

22. Guards on equipment should be checked not only for rigidity and appearance but given a close examination to detect the source of possible future breaks . . . and repairs made IMMEDIATELY when these are discovered.

23. The maintenance check should also include all tools and small units and these should be checked not only for their own condition but to make certain no one has slipped into the habit of leaving them around on machinery and heavy equipment.

24. A thorough check to make sure that no employee has acquired the very bad habit of leaving things lying around on machinery and equipment should be a part of every maintenance check-up routine.

25. "A place for everything and everything in its place," should be a rule in every organization.

26. The maintenance check-up must also take into account whether or not the people in the plant itself

are kept aware of their part in day-to-day maintenance of every piece of equipment they are using.

27. Provision should be made for the discovery of broken, worn and obsolete tools and equipment and a record of these made for immediate replacement by the department in charge.

General Maintenance

28. Every maintenance check-up should make certain that there are plenty of receptacles for scraps of all kinds at different points in the plant and that these are being used.

29. Used rags and waste should be removed promptly for washing and reclaiming as they always constitute fire hazards.

30. At least once each six months all electrical circuits should be checked closely and replacements of any worn parts or wiring made immediately upon discovery.

31. Out-of-season equipment should be checked when idle (i.e. air conditioning in winter, heating units in summer) as this is the idle time at which to make needed maintenance repairs.

32. A regular check-up of storage areas is advisable to make sure lighting and protective equipment are in order and that good storage procedure is being followed therein.

33. Outside of buildings should be checked for needed maintenance work at least once every three months.—*Ernest W. Fair.*

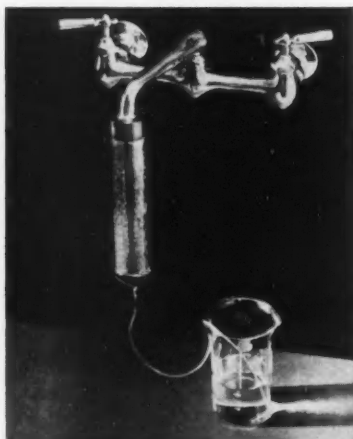
Patching Glass Lined Equipment

For patching glass lined reaction containers that are subjected to heating and cooling cycles in the range from 50 to 275 deg. F. a new cement known as Carbo-Fix 6050 is offered by the Carbolite Co. The coefficient of expansion of the set cement is so close to that of the material patched, it is pointed out, that prolonged adhesion is assured. It is used as follows: Glass is roughened around the exposed steel with coarse sandpaper. The exposed steel is then cleaned with a solvent or sandpaper and Carbolite primer 3 is applied to the exposed steel only and permitted to dry from four to eight hours. The cement is then prepared by mixing its three components, a fluid, a catalyst and a powder. The mix is then troweled one-eighth inch thick on the section to be protected and pressed down for good contact. The primed section of steel is overlapped about one inch in all directions. The

patch is then allowed to dry at room temperatures for 36 to 48 hours. An infra red lamp may be used to speed drying.

Filtr-Ion Unit

For removing mineral content from comparatively small amounts of water a new and refillable ion exchange unit now delivers from an



How the Unit Operates

ordinary faucet water equal in chemical quality to triple distilled according to the LaMotte Chemical Products Co. The unit is essentially a transparent plastic tube filled with Amberlite ion exchange resins, which is slipped over the end of a cold water faucet. It is not intended to remove bacteria or impurities which are not ionized.

New Type Guard Rail

A new type of guard rail designed to eliminate wasted time in changing guard rail adjustment every five feet or so on the conveying line is offered by the Island Equipment



New Guard Rail in Place

Corp. According to the makers it may be adjusted instantly at a central point at either end or any inter-

mediate position along the conveyor line straight section.

Heat Sealing Irregular Packages

For heat sealing pliofilm, cellophane and other transparent films used for wrapping irregular shaped packages, a hand sealer, which is essentially a light weight heated sleeve which may be rolled easily across the surfaces to be sealed is announced by the Goodyear Tire & Rubber Co.

pH Meter, Pressure Indicator

For use as a pH meter, pressure indicator, strain analyzer, etc. the Analascope is offered by Analytical Measurements Inc. It is made to measure and indicate any phenomena that can be converted into electrical impulses whether static, rapidly fluctuating or of high or low impedance. Phenomena are displayed on the screen of a 5-inch cathode ray tube.

Processing Literature

Continuous platform conveyors for small packages, bottles, etc., are described in a 16-page illustrated bulletin issued by the Chain Belt Co. Engineering data is included.

Rust prevention by means of a special inhibiting and sealing agent is covered in a catalog issued by the Rust-Oleum Corp., which gives simple directions for using its product under general exposure and other special conditions.

Industrial electronics are explained in a readily understood way in a 16-page catalog issued by the Worner Electronic Co. How electronics may be applied to numerous operations to save time and labor and simplify production is shown by illustrations.

Electrodes sense pH in the laboratory or plant according to a 28-page catalog of applications of the line of pH electrodes and assemblies offered by the Leeds & Northrup Co. Accessories such as buffer solutions, chemicals, holders and mountings are listed.

Agitating and mixing equipment made by the Patterson Foundry & Machine Co. is described in a 32-page catalog. Specifications, applications and operation data are given.

A line of adhesives with bonds to 4,000 psi which means that almost anything may be bonded by them is described in an 8-page catalog issued by the B. F. Goodrich Co.

U.S.I. CHEMICAL NEWS

February ★ A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries ★ 1951

New Anaerobic Varnish Has Interesting Possibilities

A material which remains liquid as long as a stream of air bubbles through it, but which hardens in a few minutes when away from air, is reported under experimental investigation. With properties opposite to those of paint, which hardens when exposed to air, the new material is able to penetrate extremely small cracks before hardening.

One use proposed for the new anaerobic varnish is to eliminate the lock nut needed to hold another nut tightly on a bolt. A few drops are placed on the threads of the bolt just before the nut is screwed on; the plastic is said to harden so tightly that very considerable force is required to remove the nut. Another potential use is for sealing leaks. The material may be applied to threaded joints in pipes, where the liquid penetrates into the crevices and then hardens. Also, if painted on porous castings, it is said to enter the pores and render the casting airtight.

Needs No Catalyst or Accelerators

Ordinary varnishes, scientists who developed the new material explain, contain some solid resin dissolved in a liquid solvent. When applied to a surface the solvent evaporates and the varnish remains as a hard layer. Such varnishes are difficult to use in some applications, for example, between pieces of metal placed closely together. The solvent nearest the air evaporates, leaving a skin of varnish which seals in the remaining liquid so that it cannot escape. This new solventless "varnish," on the other hand, undergoes polymerization and hardens fully without the necessity of any evaporation. With other solventless varnishes this is generally accomplished by heating, or by adding catalysts and accelerators, to speed the process. The new anaerobic varnish reportedly remains liquid as long as it is aerated. When away from air it solidifies quickly without heating or adding catalysts and accelerators.

Hardening Can Be Speeded

When two metal strips are coated lightly with it and clamped together, the scientists claim, the joint will support ten pounds after ten minutes. After 20 hours, it will hold 100 pounds. If still faster hardening is desired, the material may be heated, up to 212 degrees F. and solidification takes place in a minute or less. Chemists found that certain metals, such as copper, iron, and silver solder, exert an accelerating action on the hardening process, even at room temperature. Therefore they can be sealed more quickly than surfaces of glass and mica, which are inert, though they, too, can be tightly fastened. Paper and fabric also may be bonded to themselves and to other materials.

Nail Polish, the Detective

Mechanics at the engine overhaul base of a large airline are reported using nail polish to help prevent serious mechanical failures. When an engine is being reassembled, each screw connection in the electrical, hydraulic, fuel and oils system, is given a dab of nail polish. If a connection starts to work loose the break in the red stripe can be detected at a glance and the connection tightened. Nail polish is used because it dries fast, is bright in color, and has a handy brush applicator.

University Tests Clarify Importance of Antibiotics, Vitamin B₁₂ in Feeds

U.S.I. Vitamin B₁₂ Supplement, Made by Primary Bacterial Fermentation, Gives Better Growth Response than Pure B₁₂

The confusion which has existed in the antibiotic-vitamin B₁₂ field during the past year is reported gradually disappearing under the influence of university tests and the recent ruling of the Feed Control Officials regarding the nomenclature of these materials. Today, leading animal nutritionists are described as agreeing that the responses obtained from vitamin B₁₂ and antibiotics are entirely different and the requirements for each should be considered separately.

New Time-Saving Index To Government Paint Specs

In recent months many changes have been made in the government paint specifications system. Chief among these has been the grouping together of numerous military branch agency specifications under one military code as either "MIL" (Military) or "JAN" (Joint Army Navy). In addition, the government has issued several entirely new specifications.

One time-saver is the National Paint, Varnish and Lacquer Association's abstract booklet on "U. S. Government Paint Specifications Circular No. 743," issued in October 1950. This booklet includes a table of contents listed in alphabetical order according to the various government agencies. Many paint manufacturers, however, request information on a specification by its code number only, not knowing which government agency has jurisdiction over the specification in question. In cases of this kind, there is often much time lost in locating the proper abstract, since the various agencies have many different code prefixes for their specifications. A new U.S.I. "Key to Government Specifications" as abstracted in Circular No. 743 contains a cross index which enables one to identify the new prefixes or codes with the proper government agency. As an additional time-saver, it gives the designated agencies' addresses from which to procure specifications.

Offer German Patents On Synthetic Blood Plasma

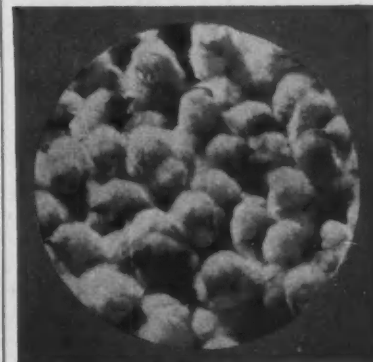
Three German patents useful in producing synthetic blood plasma are reportedly being released for general royalty-free use in this country. The patents relate to the production of polyvinyl pyrrolidone, described as an essential ingredient in producing synthetic plasma.

Laboratory Safety Manual

A newly-revised edition of a laboratory safety manual, published by a large laboratory equipment manufacturer contains information on how to prevent laboratory accidents; first aid; fire fighting; and legal responsibility for providing safety information and devices, and laboratory safety equipment.

Where Vitamin B₁₂ Should Be Used

Vitamin B₁₂ should be added to all breeder rations at levels so as to supply approximately 15 milligrams of vitamin B₁₂ per ton



Vitamin B₁₂ should be used in conjunction with all antibiotics to obtain best results in practical rations for poultry, hogs, and turkeys. It also improves and maintains a satisfactory level of hatchability.

of finished feed. University tests have shown that the addition of antibiotics to breeding rations has little if any effect on the hatchability of eggs from hens receiving this ration. Vitamin B₁₂, on the other hand, does a complete job in improving and maintaining a satisfactory level of hatchability.

MORE

New 'Artificial' Tree Yields Natural Rubber

A new "three-component tree," representing a radical change from standard rubber tree propagating in the Far East, promises to solve the blight problem on rubber plantations in the American Tropics. First seedlings known for a highly efficient root are budded with high-yielding strains.

Then the top of the tree, which is still susceptible to blight, is "made over" by bud-grafting on it an entire new cover of resistant leaves. This "blight-proofed" tree, designed for commercial plantation or farm grove, seems to fill all the principal requirements.

February ★

U.S.I. CHEMICAL NEWS

★ 1951

CONTINUED

Antibiotics, Vitamin B₁₂

Vitamin B₁₂ should be used in conjunction with all antibiotics to obtain optimal results in practical rations for poultry, hogs, and turkeys. A deficiency of vitamin B₁₂ will seriously depress any growth response which might be produced from an antibiotic. An excess of vitamin B₁₂, on the other hand, is of no benefit and is a loss to the feed manufacturer. Starter, grower and broiler mash should contain approximately 12 milligrams of vitamin B₁₂ per ton along with recommended amounts of antibiotics.

Vitamin B₁₂ should be used in all calf feeds for animals under six months of age. It is especially important in milk substitute rations for young animals not yet receiving any roughage, since the rumen is still inactive at this early age.

U.S.I. is the only major producer of vitamin B₁₂ feed supplements using a primary bacterial fermentation process which is not designed for antibiotic production. The primary fermentation product produces a growth response over and above that given by pure vitamin B₁₂. It is one of the best products for use in breeder formulations for poultry and turkeys as well as calf rations previously mentioned.

U.S.I. also has available an antibiotic feed supplement containing guaranteed quantities of bacitracin. For those feed manufacturers who desire an antibiotic and vitamin B₁₂ supplement, U.S.I. has available a combination product. These products have given results which are equal or superior to those obtained using any other products containing antibiotics or vitamin B₁₂ commercially available to the feed trade.

German Technical Reports

A new bibliography relating to captured technology from the German chemical, metallurgical and process industries has been announced. It contains over 2,000 document references with descriptive titles or abstracts and includes, in addition to a 6,000 entry subject index, author indexes, and cross-indexes with O.T.S., British, and U. S. military report numbers.

Radioactive Adrenaline

Radioactive adrenaline has been synthesized and is now being used to study effects in the body of this important drug which increases blood pressure, stimulates the heart, and is involved in transmission of nerve impulses in a part of the involuntary nervous system. Advantages of radioactive adrenaline for research are that it permits use of very small quantities of the drug, it makes possible detection of the radioactive part of the drug regardless of changes in the body, and it lends itself to detection and identification of excretory products.

First findings of tests made with the radioactive drug seem to indicate that adrenaline is removed from the blood by the body tissues, where it is converted into one or more new substances differing in properties from the original adrenaline. The new substances are then released from the tissues back into the blood stream where they are picked up by the liver and kidney for possible further change and excretion. Evidence indicating that adrenaline is converted into at least five substances in the body has already been obtained with the aid of the radioactive drug, it is reported.

New Radiation Detector Permits Direct Readings

A new atomic radiation detector, weighing less than a pound and about the size of a quart oil can, is claimed to permit direct radiation readings at a glance. It is described as having a self-contained power source. Radiation measurements are read from the monitor simply by noting the position of a pointer as it moves across a graded scale, it is reported.

The instrument is for use by engineers, scientists, doctors, and technicians who are working with or near sources of radiation, and can warn of the presence of radiation in amounts much less than those permitted by even the most stringent safety regulations, according to the engineers who developed it. This sensitivity, coupled with a continuously-visible indication, will give warning of a radiation hazard in an area while there is still time to avoid excessive exposure. This differs from the type of monitor that is read only at intervals, when it may already be too late to prevent an overdosage, the engineers said.

TECHNICAL DEVELOPMENTS

A specific and selective chlorinating agent. N-chlorosuccinimide is available now. High yields of benzoyl chloride from toluene and benzaldehyde from benzyl alcohol are reported. It is also recommended for treating contaminated water, particularly in small quantities. (No. 649)

Use of methionine in practical feed formulations is discussed in a newly-revised edition of a booklet on proteins and amino acids in animal nutrition. (No. 650)

A new household cleaner for refrigerators, ranges, washers, tiles, and other kitchen and bathroom fixtures, is said to remove discolorations from grease fumes and other similar trouble-makers and to offer remarkable resistance to further yellowing. (No. 651)

For control of industrial dermatitis, a new medicated cream described as soothing and stainless, is claimed to contain a new quaternary ammonium germicide and a greaseless base which permits rapid diffusion of ingredients over skin while still allowing pores to "breathe." (No. 652)

New multi-purpose type aniline inks reportedly give superior results on all standard types of cellophane, metallic foils, ethyl cellulose, and other specialty stocks. This one kind of ink can be used for a variety of stocks, instead of buying special inks for each type of stock. Fast dry and good adhesion are claimed. (No. 653)

New plastic-faced plywood, described as high grade exterior Douglas fir plywood bonded with phenolic adhesive and surfaced with a thermosetting resin, provides a glossy surface practically impervious to moisture, highly abrasive resistant, and having little tendency to check or show raised grain. (No. 654)

To slip a stirrer four inches wide through a one inch opening, a new "umbrella stirrer" while collapsed can be inserted through narrow-necked flasks, bottles, jars, etc., then opened wide. Its shape can be altered to produce the type of stirring wanted. (No. 655)

A glass filter paper described as being 5,000 times more effective than present commercially available filters and containing no foreign impurities has reportedly been developed. The paper made of glass fibers 1/20th the thickness of human hair, is pervious to fungus. Added industrial uses are expected for the paper because of its electrical insulating properties. (No. 656)

A transparent natural rubber finish to renew and preserve indoor and outdoor surfaces can be applied to linoleum, furniture, leather, and to walls for damp-proofing. It dries dust-free in 20 minutes and is not harmed by acids, alkalis, and soaps, according to the makers. (No. 657)

A new rust inhibiting weather-resistant coating for ship's hulls, decks, superstructure, and machinery and for structural steel has a combination of aluminum pigments with potassium-barium chromate. (No. 658)

PRODUCTS OF U.S.I.

ALCOHOLS

Amyl Alcohol (Isomyl Alcohol)
Butanol (Normal-Butyl Alcohol)
Fusel Oil—Refined

Propanol (Normal-Propyl Alcohol)

Ethanol (Ethyl Alcohol)

Specially Denatured—all regular and anhydrous formulas

Completely Denatured—all regular and anhydrous formulas

Pure—190 proof U.S.P.

Absolute—200 Proof

Solox®—proprietary solvent—regular and anhydrous

ANTI-FREEZE

Super Pyra® Anti-Freeze

U.S.I. Permanent Anti-Freeze

ANSOLS

Ansol® M

Ansol® PR

ACETIC ESTERS

Amyl Acetate—Commercial and High Test

Butyl Acetate

Ethyl Acetate—all grades

Normal-Propyl Acetate

OXALIC ESTERS

Dibutyl Oxalate

Diethyl Oxalate

PHTHALIC ESTERS

Diamyl Phthalate

Dibutyl Phthalate

Diethyl Phthalate

OTHER ESTERS

Diatol®

Diethyl Carbonate

Ethyl Chloroformate

INTERMEDIATES

Acetoacetanilide

Acetoacet-aritho-chloroanilide

Acetoacet-aritho-toluidide

Acetoacet-para-chloroanilide

Ethyl Acetoacetate

Ethyl Benzoylacetate

Ethyl Sodium Oxalacetate

ETHERS

Ethyl Ether, U.S.P.

Ethyl Ether, Absolute—A.C.S.

ACETONE — A.C.S.

FEED PRODUCTS

Curbay B-G®

DL-Methionine

Riboflavin Concentrates

Special Liquid Curbay®

U.S.I. Vitamin B₁₂ and

Antibiotic Feed Supplements

Vacatone® 40

RESINS (Synthetic and Natural)

Arochem®—modified types

Arofen®—pure phenolics

Aroflat®—for special flat finishes

*Reg. U.S. Pat. Off.

Aroplaz®—alkyds and allied materials

Congo Gums—raw, fused & esterified

Ester Gums—all types

Natural Resins—all standard grades

INSECTICIDE MATERIALS

CPR Concentrates: Liquid & Dust

Piperonyl Butoxide

Piperonyl Cyclonene

Pyrene® Concentrates: Liquid & Dust

Pyrethrum Products: Liquid & Dust

Rotenone Products: Liquid & Dust

INSECTIFUGE MATERIALS

Indalone®

Triple-Mix Repellents

OTHER PRODUCTS

Collodions

Ethylene

Nitrocellulose Solutions

PiB®—Liquid Insulation

Urethan, U.S.P.

Special Chemicals and Solvents

U.S.I. INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y.



BRANCHES IN ALL PRINCIPAL CITIES

New Products and Processes

BBSD Directory for 1951

The 1951 edition of the National Beauty and Barber Manufacturers' Association Beauty and Barber Supply Dealers Directory has been issued. It lists more than 1900 recognized wholesale suppliers of beauty and barber shop equipment and supplies. A limited supply of the directory is available to other than members of the association at a nominal charge.

Miniature Bottle Anniversary

George Grunberg, president of Special Glass Products Co., 10 W. 33rd St. New York, N.Y. is celebrating the thirtieth anniversary of his original creation of novelty containers for the perfume trade. It was in 1921 that he designed colored glass vials. Later this was followed by flower designed and novel shaped miniatures, a patented interchangeable screw stopper and gold and silver plating on glass.

Pen Marking Any Surface

For pen marking on any type of surface—glass, paper, cellophane, metals, foils—the Vaporite Finest non-leaking, self filling and instant writing pen is offered by Time Saving Specialties Co. There is no danger of smearing ink it is stated and it is reported to solve the problem of markings rubbing off. Tests the company states show that markings will stand autoclaving up to 18 lb. pressure.

Management Consulting

Harry L. Griffin, formerly general manager of manufacturing for the Nestlé Co. Inc. and Earle H. Selby, formerly vice president for sales for American Home Foods Inc. have established the management consulting firm of Griffin & Selby, 285 Madison Ave., New York, N.Y.

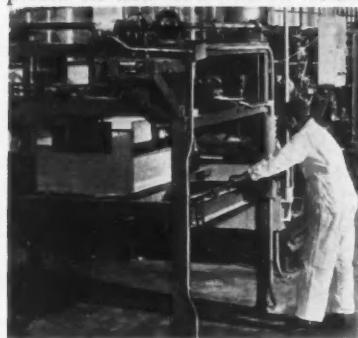
Antioxidant 2246

Antioxidant 2246 recently introduced by the American Cyanamid Co. as a hindered phenol type antioxidant may be valuable in the stabilization of animal fats, paraffin wax, vegetable oils, soaps and various petroleum products. Samples

and information about it will be sent on request.

New Folding Box Plant

Andrea Paper Box Co. has completed its new half million dollar



Laminator in Operation

folding paper box plant in San Leandro, Calif. The company was founded in 1936 with a capital of \$350 by Noble Andre. Mr. Andre designed most of the machinery used by his plant for making folding boxes from laminated paper-board.

Moisture Meter

The dielectric moisture meter for testing powdered, granular, and flaked materials, such for example as soaps, for which most electrical conductance types of moisture testers are not suitable, is offered by the Tagliabue Instruments Div. of the Weston Electrical Instrument Corp. Complete information about it is given in a special bulletin which will be sent on request.

Trade Literature

Standards are Your Business is the title of a pamphlet issued by the American Standards Assn. It is an effort of the association to explain itself and its work to the heads of American corporations. It emphasizes the value of standards of nation wide scope rather than industry standards.

Whittaker metallic soaps (steates), aluminum, barium, calcium, magnesium, zinc and zinc palmitate are described in a book-

let issued by Whittaker, Clark & Daniels. Tables show the analysis, physical properties and solubility of each product.

The trend towards industrial application of atomic energy is evident in the 1951 edition of *New Products and Services*, a compilation of more than 1000 innovations marketed by over 750 manufacturers that has just been published by the Journal of Commerce. It contains 80 pages and sells for fifty cents.

Physical properties of synthetic organic chemicals are treated in the 1951 edition of a booklet of that name just issued by the Carbide & Carbon Chemicals Div., Union Carbide & Carbon Corp. It presents data on applications and physical properties of more than 250 synthetic organic chemicals in tabular form for ready reference. Copies will be sent to anyone interested on application.

Eastman industrial chemicals are covered in the 1951 catalog of the Tennessee Eastman Corp. which may be obtained on request. Listings include aliphatic acids and anhydrides, alcohols, aldehydes, plasticizers and solvents, aromatic amines, aminophenols, phenols and phenol ethers, inorganic chemicals and miscellaneous chemicals such as aluminum isopropoxide, p-benzoquinone, etc.

New Products and Selling Ideas, a book issued by Modern Distribution is now in its ninth edition. It has been completely revised and features photographs of 500 new products with manufacturers names and addresses, selling prices and selling plans and will be available shortly to subscribers of Modern Distribution.

The problem of undesirable household and industrial odors together with practical methods for their control is given in a new circular, *Control of Odors*, just issued by the National Bureau of Standards which is available from the Govt. Printing Office, Washington, 25, D.C. for ten cents per copy.

WANTED -

packaging that sells cosmetics

Every cosmetic, perfume and toiletry item is sold against tough competition. And often the consumer's choice depends upon the attractiveness of the product. That's why manufacturers of cosmetics and toilet preparations continuously search for new and different ways to present their products.

You can sell these manufacturers *your* products by telling your packaging story in THE AMERICAN PERFUMER. Here's why:

Management, sales and advertising executives in the cosmetic industry vitally need marketing and merchandising information . . . facts on what type and price cosmetic, perfume and toiletry is moving at the retail level. One of the best places they can get this data is in THE AMERICAN PERFUMER. Features of this type are "must" reading for these executives. They are eager to find new ways of promoting and distributing their products. *Your sales message in THE AMERICAN PERFUMER can give them this information.*

facts to consider

When you tell your story in THE AMERICAN PERFUMER you reach this important group of men in the only magazine edited exclusively for this field. You get direct and adequate coverage for your sales message. 41.5% of THE AMERICAN PERFUMER's paid circulation among domestic cosmetic manufacturers is not duplicated by any other business paper devoted to any phase of cosmetic, perfume and other toilet preparation, formulation and manufacture.

Why not find out more about what THE AMERICAN PERFUMER can do for you? Write or phone today. Let us prove we can help you sell to the cosmetic industry.

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW

9 EAST 38TH STREET, NEW YORK 16, N. Y.

MEMBER ABC-ABP

The only primary publication devoted exclusively to the problems of manufacture and distribution of perfumes, cosmetics, soaps and flavors. A MOORE PUBLICATION. There are nine others, including Advertising Agency, each a leader in its field.

THE ROUND TABLE -

T. G. A. Convention Committee Plans Announced by Karl Voss

Karl Voss, chairman of the Toilet Goods Assn. convention committee has announced the members of the committee. They are: A. R. Ludlow Jr., Roy Brown, Jr., Paul Forsman, Philip E. Haebler, Michael Lemmermeyer, Frederick J. Lueders, Ivar M. Malmstrom, Lamson M. Scovill and J. H. R. Stephenson.

The annual meeting will be held in the Waldorf Astoria, New York, May 15, 16 and 17. On the day following the convention a golf tournament will be held at the Winged Foot Country Club, Mamaroneck, N.Y. to be known as the Cecil Smith Memorial Golf Tournament. A perpetual challenge trophy has been donated by the association on which the winner of each year's tournament will be inscribed. A replica will be given to each year's winner also.

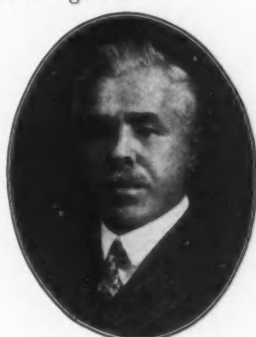
The Scientific Section will meet May 17 and according to the chairman Dr. Paul G. Lauffer an interesting series of papers will be presented.

One Hairdresser at Funeral of Pioneer Charles Nessler

When Charles Nessler, who invented the permanent wave in 1906 which transformed the small scale handicraft of hairdressing into an industrial enterprise with beauty parlors from coast to coast died January 22, there was only one hairdresser at his funeral; and the three million dollars he made in the last 45 years were lost.

He invented the permanent wave in 1906 when he was working as a barber in Switzerland. For the next ten years he operated a beauty shop in London. Then in 1915 he came to the United States where he opened a hairdressing shop. He was down to his last \$40 when the permanent wave caught

on and continued to grow ever since. His invention consisted in altering the cell structure of the hair by softening it with borax paste and treating it with heat by electricity. When he started in 1915 in the United States there were three hairdressers who made enough to pay income taxes. Last year it is estimated that 68 million permanent waves were given.



Charles Nessler

In 1928 he sold his company to a Cleveland syndicate which he had been suing for patent infringement. The company changed the name to Nestle-LeMur Co. In 1942 he was honored by the American Women's Voluntary Services for enhancing the beauty of women and creating jobs for them. In 1930 with his son he was indicted for income tax frauds amounting to \$274,000. They were fined for costs and ordered to produce a genuine accounting. He is survived by two sons and two daughters.

Exhibit of Valentine Paintings by Hudnut for Heart Fund

An exhibit of Valentine paintings by society and other noted persons was held during the week preceding Valentine's Day at the Richard Hudnut salon, New York, N.Y., for the benefit of the New York Heart Assn. The company presented \$500 to the fund in the name of the winning artist.

California Cosmetic Assn. Installs Newly Elected Officers

Newly elected officers of the California Cosmetic Assn. were installed at a special dinner at Ciro's, Los Angeles, on the evening of February 9. Following a brief business program dancing was enjoyed. Meetings are scheduled for May and September with the annual dinner dance in November and the Christmas party in December. The foregoing are in addition to the regular monthly luncheons which are held throughout the year.

The newly installed officers are: President, Merton W. Taylor, Avon Products Inc.; First Vice President, Gene Salee, Gene Salee Inc.; Second Vice President, John Danley, Merle Norman Cosmetics; Secretary, A. C. Schaefer, the Glenway Co.; Treasurer, Lucile Bullock, Physicians Formula.

The new trustees are: Alan Coghlan, Nethercutt Laboratories; Davis Factor, Max Factor & Co.; Arnold L. Lewis, Howe-Lewis Inc.; Henry W. Miller, Henry W. Miller Cosmetic Co.; Carl Mitchell, "42" Products Ltd.; Edward Petersen, Felton Chemical Co.; Kenneth C. Simpson, Container Service Co. Gail B. Selig continues as counsel and Miss Lillian D. Nelson has been reappointed executive secretary.

Work Simplification Explained To ADACIOM of Missouri

Work simplification was the subject of an informative address by Allan H. Mogensen at the meeting of the Associated Drug and Chemical Industries of Missouri at the Hotel Sheraton, St. Louis, February 11. He is the founder of the well known Work Simplification Conferences at the Lake Placid Club, New York and at Sea Island, Georgia, both of which have been attended by top business executives in the U. S. and other countries.

Cosmetic Credit Assn. Has Gala Time at Annual Party

The annual Winter party of the Drug, Cosmetic and Chemical Credit Men's Assn. at the Hotel Governor Clinton, New York, N.Y. on the evening of January 19 was a gala affair in every way. Following the usual reception where invited guests met members in an informal way, the annual banquet was held. The entertainment was of a high order of professional talent. Mrs. W. Hardgrove, a guest with a superb voice, sang several

solos which were much enjoyed. At the conclusion of the banquet Chairman R. Douglas Sheldon Jr. presented on behalf of the association to retiring chairman John H. Alexander a leather traveling bag in appreciation of his work in the past year. The complete success of the affair was due to the skillful planning and management of the popular group secretary Nat Otte. Newly elected officers are: Chairman, R. Douglas Sheldon Jr.; vice chairman, E. S. Larkin; Treasurer, P. M. French; and Secretary Miss Claire J. Gincel.



Upper left: Mr. and Mrs. John H. Alexander pause to congratulate Mrs. Wal Hardgrove for her superb singing. Wal Hardgrove approves. Chairman R. Douglas Sheldon, Jr., presents a traveling bag to retiring chairman John H. Alexander from the group as a token of appreciation for his good service. Center left: Mr. and Mrs. Herbert Kranich, Jr. Right: Mr. and Mrs. Owen Clayton. Lower left: Raymond Holliday and Mrs. L. R. Booth. Right: Mr. and Mrs. W. E. Foster with Mr. and Mrs. Robert Crotty. It was a most enjoyable party.

Beauty Fashion Awards for 1950 Win Approval

General approval of the awards made for 1950 by *Beauty Fashion* to encourage the maintenance of a high standard of merchandising practices in the cosmetic industry has been expressed throughout the trade. Charles of the Ritz won the award for merchandising policy; Helena Rubinstein Inc. for adver-

tising; Faberge for its packaging of Act IV and Max Factor & Co. for its packaging of World of Beauty.

Colgate-Palmolive-Peet Co. to Push New Soap Wrapper

A new pink wrapper for its Cashmere Bouquet soap is being emphasized in color advertisements in numerous publications by Colgate-Palmolive-Peet Co.

Toni to Spend Over Half Million for Research in 1951

Toni Co., Chicago, Ill., will spend over a half million dollars in 1951 for scientific research. This is a record sum for the cosmetic industry. Scientists will be engaged in studying many basic problems relating to the physical and chemical properties of human hair and skin. The research is in charge of Dr. Raymond E. Reed. Although only six years old the company to date has spent over one million and a half dollars in research. Besides its theoretical work on the pharmacological and dermatological properties of home waving lotions and other hair care products the company will operate its large use-test research clinic in Chicago.

Plans for Fragrance Foundation Exhibit at Flower Show

Plans for the exhibit of the Fragrance Foundation at the International Flower Show to be held in Grand Central Palace, New York, N.Y. March 5-10 are well under way. The exhibit will picture the romance, history and beauty of fragrance and will be held on the first floor in a space of 480 sq. ft.

Officers of Allied Industries Assn. of Michigan for 1951

Following are the officers elected and committeemen appointed for 1951 of the Chemical and Allied Industries Assn. of Michigan: LeRoy Farnum, president, R. P. Sherer Corp.; Fielding H. Yost, Jr., vice president, Dow Chemical Co.; Stanley T. Olds, treasurer, Magnus Mabee & Reynard Inc.; Robert F. Watt, secretary, Western Solvents & Chemicals Co.; and members of executive committee: William H. Spreen, Heyden Chemical Corp., Richard M. Yale, S. B. Penick & Co. and Roy L. Clark, Hazel Atlas Glass Co.

Committees follow: Entertainment and program—Russell W. Haeger, Dow Chemical Co., Glenn C. Hicks, Monsanto Chemical Co.; Golf—Dr. George Raiveschi, Parke Davis & Co., Arthur W. Yops, American Box Board Co.; Health and Welfare—Stewart Cowell, J. T. Baker Chemical Co.; Membership—Richard W. Martin, Commercial Solvents Corp., John B. Clopton, Monsanto Chemical Co.; Refreshments—Joseph Johnson, Mark Allen Co., Wayne E. Luff, Mallinckrodt Chemical Co.; and Publicity—William E. Keegan, Shell Chemical Co.

Coty Representatives from All Sections Gather for Sales Meeting

The annual Coty sales meeting attended by representatives from all over the country took place in the executive offices of Coty Inc., New York during the week beginning January 21. At the first session seven district managers, 44 senior and junior salesmen and 18 supervisors gathered. Jean Despres, executive vice president, was the principal speaker. Other executives who took part in the program were Miss Mary Crosby, F. M. Gallais, field merchandising manager; Miss Louise Bruel, director of supervisors; Don Clement, supervisor of sales agents; and Jean Millon, sales manager and of course the popular president, Philip Cortney. All of the foregoing are shown in the photograph with Jean Despres making the address. The sales representatives with a group of head-quarter executives are shown in the group picture.

Daughter of Arnold van Ameringen Married in New York Feb. 10

Miss Patricia van Ameringen, daughter of Mr. and Mrs. Arnold van Ameringen was married in the Unitarian Church of All Souls, New York to Philip Kind, Jr. February 10. Following the ceremony a reception was held at the St. Regis hotel. Miss Lily van Ameringen, her sister, was the bride's only attendant. Henry van Ameringen, a brother, was one of the ushers. After their return from a honeymoon in the West Indies the couple will reside in Jenkintown, Pa.

Essential Oil Developments in Latin America Examined

Dr. Ernest Guenther, chief research chemist for Fritzsche Brothers, Inc., has returned from a four months trip through the West Indies, Mexico, Central and South America. He was much impressed with the growth of Buenos Aires and Sao Paulo since his last trip there some years ago. He found the essential oil situation most encouraging and is convinced that most of the essential oils and spices that were formerly imported from tropical far eastern countries can gradually be produced in the tropical regions of South and Central America providing that organized research is carried out in localities that are suitable in climate, altitude and soil. In Guatemala the



Jean Despres addresses Coty representatives at the recent sales meeting held at the company's executive offices in New York. Seated are Mr. Despres (left to right) Miss Mary Crosby, F. M. Gallais, Miss Louise Bruel, Don Clement, Philip Cortney, Jean Millon



Coty sales representatives photographed at the recent sales meeting in New York.

government controlled cooperative Oficina Controladora de Aceites Esenciales is doing fine work. In Sao Paulo, Brazil, a good grade of oil patchouli is being experimented with. Other experiments include geranium, cassia and cinnamon and large quantities of eucalyptus citri-



Dr. Ernest Guenther

odora and oil of mint of high grade are already being produced.

Guatemala is now the heaviest producer of oil of citronella in the western hemisphere with an annual production of one million pounds. The lemongrass crop runs to 200,000 lb.

An interesting phase of Dr. Guenther's investigations was a trip to Santa Catarina in Southern Brazil where oil of ocotea cymbarum, the so-called Brazilian sassafras oil, is being produced. Considering the tremendous labor involved in the production of this oil, Dr. Guenther considers it incredible that these producers can still supply it at prevailing low prices. The result of this is that forests are recklessly exploited, trees are felled and oil distilled, but the stumps are left in the ground to rot. With higher prices they could afford the extra labor needed to pull out and distill the oil from millions of stumps rather than indulge, as they now do, in the wholesale destruction of precious living trees.

It is Dr. Guenther's plan within the next few months, to return to certain Latin-American producing areas to lend expert advice to these up and coming essential oil projects. Meanwhile, in the light of his latest findings, Dr. Guenther is rewriting several chapters of his fifth volume of "The Essential Oils," a major part of which is already in the hands of his publishers.

Pound Sales of Soap and Detergents up 12% in 1950

Sales in pounds of soaps and synthetic detergents combined for 1950 increased 12% over 1949 according to the Association of American & Glycerine Producers. The association soap census showed that sales of 85 companies reporting on non-liquid soap were 2,439,259,000 lbs. compared with 92 companies reporting 2,440,024,00 lbs. in 1949. Sales of synthetic detergents reported by 34 companies at 1,070,688 lbs. compared with 37 companies reporting 702,136 in 1949. The combined total shows 3,509,887,000

lbs. in 1950 compared with 3,142,160,000 lbs. in 1949. Liquid soap sales were reported by 56 companies at 5,709,000 gallons compared with 59 companies and 6,039,000 gals. in 1949.

Packaging Exposition to be 25% Larger than 1950

The 20th annual National Packaging Exposition to be held April 17-20 will be about 25% larger than last year. It will be held in the auditorium, Atlantic City, N.J. At the same time the annual conference on packaging, packing and shipping will be held in the auditorium.



Two directors of the newly formed Skol Research Institute, Clifford F. Raye of the J. B. Williams Co. and Walter Mueller of Van Dyk & Co., chat with Mrs. Lillian Latham of the Metropolitan Group at the Skol press party held recently in New York.

Formation of Research Institute Announced at Skol Party

The formation of the Skol Research Institute was announced at a recent press party given by the J. B. Williams Co. at the River Club in New York. The institute will coordinate and evaluate research done on the effects of ultra-violet rays on the skin. Members of the Skol Research Institute will include Walter Mueller of Van Dyk & Co., Thomas G. Ferruggia of the Hanovia Chemical & Mfg. Co. and Clifford Raye of the J. B. Williams Co.

Dr. Cleveland White Speaks to Chicago Cosmetic Chemists

Dr. Cleveland White, professor of Dermatology of Loyola University addressed the February 13 meeting of the Chicago chapter of the Society of Cosmetic Chemists.

Dr. White is a medal winner of the American Academy of Dermatology and Syphilology, the author of about 160 papers in the field of dermatology and contributor to three text books. The subject of his talk was "What the Cosmetic Chemist Should Know about Allergic Dermatitis." Dr. Austin Smith, editor of the Journal of the American Medical Assn. and former head of the committee on cosmetics of the A.M.A., was presented with a certificate of honorary membership in the Chapter.

T. G. A. Issued Standard for Aqueous Solution of Sorbitol

The Scientific Section of the Toilet Goods Assn. has issued Standard 36 covering aqueous solutions of sorbitol and suggests that all purchasers of this material use the standard as a minimum specification.

BIMS Golf Dates Announced at Record Annual Dinner

One of the most enjoyable annual dinners of the BIMS took place at the New York Athletic Club on the evening of January 25. The dinner was well attended by many of the important figures in the industry and the program of entertainment arranged by Sewell H. Corkran, who acted as master of ceremonies, was outstanding. Golf dates for this season were announced as follows: June 19, Ridgewood, N.J.; July 24, Mamaroneck, N.Y.; and August 23, Plandome, N.Y.

Prof. Noyes Lectures on French Inheritance in Science

Our French inheritance in science was the theme of a lecture by Prof. W. Albert Noyes Jr. of the University of Rochester at the Cultural Division of the French Embassy, New York, N.Y., February 7. The informative lecture was followed by a reception given by the cultural counselor to the French Embassy and Madame René de Messieres.

Adhesive Backed Plastic Substitute for Nail Polish

Parx, an adhesive backed vinyl plastic substitute for nail polish is being tested marketwise in Washington by Parx Products Corp., New York, N.Y. It is advertised not to chip or smear, is trimmed to proper size and pressed directly to the nail and may be removed and used over again. It is being offered in four colors but two more are to be added. It sells for 60 cents. The company was founded last year by William B. Dolph and Herbert L. Petty, both of whom own several radio stations.

New Shampoo with Egg Offered by Prot-Egg Co.

A new shampoo with egg which is claimed to contain no soap, detergent or chemicals and to be made from fresh eggs and proteins is offered by Pro-Egg, Inc. Elmhurst, L.I., N.Y. The process has been registered for patent by Dr. W. J. Russo. Albert Krause is sales manager. A two ounce bottle sells for 49¢; four ounces, 69¢ and eight ounces \$1.19. It has been introduced in Los Angeles and Chicago and the market testing so far warrants national distribution before the end of this year.

Latest British Cosmetics to be Shown at Trade Fair in May

The full range of British cosmetics from nearly all of the leading producers will be featured at the 1951 British Industries Fair in London and Birmingham, England from April 30 to May 11. Special clubs are provided in each of the Fair buildings for overseas buyers.

N. Y. Quinine & Chemical Works Acquires New Plant Facilities

The New York Quinine & Chemical Works Inc., wholly owned affiliate of S. B. Penick & Co. has acquired substantial plant facilities in Newark, N.J. Ultimately the company will transfer its operations from Brooklyn to the new location.

Techniques in Styling for the New Hair Fashions

Miss Laura Meredith, associate director of the Robert Fiance Design Institute demonstrated the techniques in styling for the new hair fashions at the Clairol Instruction Center, New York, February 6. A hair coloring demonstration was given by Miss Verne.

Northwestern Chemical Co. Now Located in West Chicago

The Northwestern Chemical Co. formerly of Wauwatosa, Wisc. is now located in its new home at 12 North Aurora St., West Chicago, Ill. The company was established in 1882 and has manufactured chemicals, primarily those used as flavors continuously since that time.

Among Our Friends

PHILIP HAEBLER, well known member of the convention committee of the Toilet Goods Assn., won the Eastern Ice Yachting Assn. trophy February 3 by taking two six miles races for first place and finishing second in the third, on Greenwood Lake, N.J.

ARTHUR GOGARTY has joined the sales staff of Tombarel Products Corp., New York, N.Y.

C. MAHLON KLINE, president of Smith, Kline & French Laboratories, Philadelphia, Pa. was awarded the Proctor medal for outstanding service in the advance-

ment of the pharmaceutical arts by the Philadelphia Drug Exchange at its 90th annual dinner, February 1.

WILLIAM S. FAIRHURST has resigned as vice president of Tombarel Products Co., New York, N.Y. to join the sales staff of Germaine Monteil, Inc., New York.

LEWIS F. BONHAM assumed his new position of president of the Alfred D. McKelvy Division of Vick Chemical Co., New York, N.Y., February 1. The division makes Seaforth toiletries for men.

MISS SUZANNE DANCO, the noted Belgian soprano and a leading member of La Scala Opera of Milan, who arrived on the Queen Mary February 5 for her first concert tour of North America, is a sister of Gerard J. Danco, president of the Gerard J. Danco International Corp. and president of the Essential Oil Association of the



Miss Suzanne Danco

U. S. A. Her ten week tour opened with a recital in Baltimore February 9. Following another recital at Amherst College Miss Danco will make her American orchestral debut as a soloist with the Cincinnati orchestra February 16 and 17. Other orchestras in which she will appear are the Chicago Symphony, the Boston Symphony and the Los Angeles Philharmonic. She will also broadcast over a national network and then will give recitals in Pittsburgh, Detroit, Miami, Louisville, Houston, Toronto, Montreal and Ottawa. At the close of the coast to coast tour Miss Danco will make her only New York appearance with a recital in Town Hall April 16.

MARVIN GORDON and RUSSELL M. JONES have joined the sales staff of Parfums Charbert Inc. and Nini Ricci Perfumes, New York, N.Y.

GEORGE LA VIE SCHULTZ, whose election as president of Shulton Inc., New York, N.Y. was reported in the January issue, has had an interesting career which fits him especially well for the task of directing the large company built up by the genius of his father, the late William L. Schultz. After tak-



George L. Schultz

ing his B.S. degree in chemical engineering from Princeton University in 1940 he took over the management of the Shulton plant and helped develop successive lines of Old Spice for Men shaving requisites, Early American Friendship's Garden and Desert Flower toiletries for women. The succeeding five years were spent in helping his father build up the manufacturing organization, systems, methods and personnel. The business which was begun in a loft in Hoboken, N.J. grew rapidly and it was necessary to build a large modern plant in Clifton, N.J. and later subsidiary plants in Canada, Mexico, and Cuba. His appointment as vice president in 1942 put him in charge of accounting and legal matters as well as manufacturing and shipping. During World War II he developed the operations of the company's War Products Division making various types of precision machined products for aircraft. In 1947 he created a new chemical research division with a long term development program. From this, one product has already been commercialized—a new type soapless hair cleanser. He is an amateur radio operator and enjoys conversing in Spanish with friends in Latin America by short wave. He earned a pilot's license while in college and now owns his own airplane with which he flies around on business trips. Golf and skiing are other hobbies. Mr. Schultz is 33 years old, is married and is the father of three daughters. The company now has about 1000 employees.

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for our country's defense
helped build a house for us!"**

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MRS. ROSE NYSSSE OF BRISTOL, PA.**

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and garden of your own," says Mrs. Nysse.*

*"And there's no surer way to own one than
to save for it through U. S. Savings Bonds
and the Payroll Savings Plan!"*



Mrs. Rose Nysse says, "In 1942 William and I started making U.S. Savings Bonds a part of our plan for financial security. I joined the Payroll Savings Plan at the Sweetheart Soap Co. where I'm a supervisor, and began buying a \$100 bond each month. I knew that my money was safe and working for me all the time. Buying U. S. Savings Bonds is one of the surest, safest savings methods!"



"Savings Bonds alone made a \$5,000 down payment on our house!" says Mrs. Nysse. "Altogether, we've saved \$8,000 just in bonds bought through Payroll Savings, and we're keeping right on with the plan. And when we retire, our bonds will make the difference between comfort and just getting by. Bond buying is a patriotic and practical way of building a cash reserve!"

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—the time to start is now!**

Maybe you can't save quite as much as William and Rose Nysse, maybe you can save more. But the important thing is to *start now!* It only takes three simple steps.

1. Make the big decision—to put saving *first*—before you even draw your pay.
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3. Start saving automatically by signing up *today* in the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank. You may save as little as \$1.25 a week or as much as \$375 a month. If you can set aside just \$7.50 weekly, in 10 years you'll have bonds and interest worth \$4,329.02 cash!

You'll be providing security not only for yourself and your family, but for the blessed free way of life that's so important to us all. And in far less time than you think, the financial independence the Nyssees enjoy will be yours to enjoy as well!

**FOR YOUR SECURITY, AND YOUR COUNTRY'S TOO, SAVE NOW—
THROUGH REGULAR PURCHASE OF U. S. SAVINGS BONDS!**



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E. VAN LOON, managing director of the Glycerine section of N.V. Chemische Fabriek Naarden, Naarden, Holland, completed a quarter of a century of service with the company January 25. The managing board of the company, his associates and other friends paid trib-



E. van Loon

ute to his record and ability at a celebration dinner arranged by them. Addresses were made by Dr. W. A. van Dorp, president and P. van Amelroci, commercial assistant, as well as others in the organization.

RALPH KLEINSCHMIDT became field sales manager of Tussy Cosmetics, February 5 succeeding the late Ralph M. King.

DR. WILLIAM H. McLEAN has been appointed vice president for marketing of Merck & Co. As director of commercial development and chairman of the marketing committee of the company he has been concerned with the devel-



Dr. W. H. McLean

opment of products and markets. During the war he was in charge of research for the Army Quartermaster Corps and was awarded the Legion of Merit in 1946. He is an alumnus of Stevens Institute of Technology and Harvard University.

PHILIP CORTNEY, president of Coty Inc. is chairman of the Cosmetics Committee of the Salvation Army 1951 appeal.

ALFRED S. FOOTE, a vice president of J. P. Morgan & Co. has been elected a director of Pond's



Alfred S. Foote

Extract Co. At the same time JOHN F. BETTS, treasurer and director of the Lock Joint Pipe Co.,



John F. Betts

who is also a director of the Eagle Stores Co. of Charlotte, N.C., was elected a director of Pond's Extract Co.

ROBERT S. BOGATIN has joined the staff of the R. Peltz Co., Philadelphia representatives for P. R. Dreyer Inc. New York, N.Y. Mr. Bogatin attended the Drexel Institute of Technology and the University of Pennsylvania and has had considerable experience in the trade.

H. T. GEORGI was guest of honor at a luncheon given by Andre Wick, president of Houbigant, Inc., New York, in celebration of his 25th anniversary with the company. Mr. Georgi began his career as a salesman in New Jersey and later became district manager for New York, then manager of the chain and wholesale division and finally promotion manager.

MISS MARIE FROMOW, who was recently appointed manager of Harriet Hubbard Ayer of Canada took full charge of the Canadian branch February 1, succeeding KEITH PORTER, recently elected president of Harriet Hubbard Ayer, New York. Prior to her ap-



Miss Marie Fromow

pointment as manager Miss Fromow was director of market research for Lever Bros. Ltd. of Canada.

JOHN R. KENNEDY, chairman of the board of the Rexall Drug Co. Ltd., (Canada) has been elected president of the Toronto Convention and Tourist Assn.

DOUGLAS ATLAS has been appointed vice president of Marcelle Cosmetics, Inc., Chicago, Ill. according to an announcement by PHILIP L. BLAZER, president. The company manufactures hypoallergenic cosmetics. After several years of experience in the pharma-



Douglas Atlas

ceutical field Mr. Atlas joined the company in 1948. He was graduated from the University of Chicago where he specialized in chemistry. In his new position he assists the president in the direction of sales and management, in both of which he has marked ability.

IEWS FROM THE CREATORS OF THE SENSATIONAL NEW



RICHFORD **SPILLPROOF***

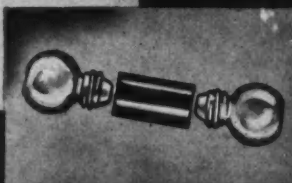
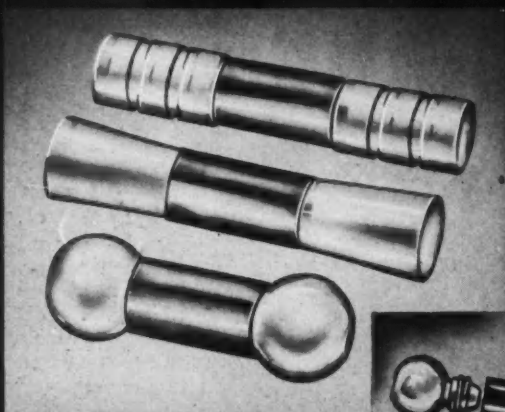
PERFUME
FLACONS

SPILLPROOFS

- Top Left:
Plain Round (1 dr.)
Top Right:
Plain Round (1 1/2 dr.)
Lower Left:
Pinched Square (1 dr.)
Lower Right:
Watch Case (1 dr.)

DUETTES

- for day & night perfumes
Twin 1/2 dram flacons on
polished brass closure
Top:
Fancy Round
Center:
Tapered Hour Glass
Bottom (and inset):
Dumb Bell



*New designs
(pat. pending)
immediately available
or your own
suggestions developed
by Richford
design engineers*



SPILLPROOFS IN METAL

- Plain round (1 dr.) en-
cased in highly polished
metal container with
flush cap.

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PATENTS PENDING
*TRADE MARK

DR. ARTHUR H. BEHR has opened offices and a laboratory at 84 Hillside Ave., Verona, N.J. as consulting chemist and perfumer. He is well known for his work as



Dr. Arthur H. Behr

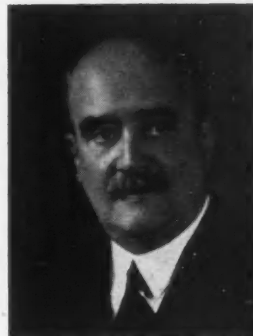
head of the aromatics research department of the Dow Chemical Co. where he developed numerous synthetic aromatics and specialties. Before joining Dow more than 12 years ago he had been a consultant in France and Germany. He took his doctor's degree from the University of Leipzig in 1924, and then worked in various fields of organic chemistry. All told he has had over

25 years of experience as a chemist and perfumer and he plans to handle any assignments connected with the development, production and use of aromatics in any of its phases.

MRS. MADELINE SCOTT, head of Scott & Scott Ltd. of Bermuda has returned after a visit to the United States much gratified with the reception accorded her for her work in this hemisphere. Mrs. Scott is not only interested in the retail end of the perfume business but is also an expert botanist in the cultivation of flowers and plants for perfume materials. Her work is centered on flora grown in Bermuda and her research is directed to the extraction of odoriferous constituents, and in addition she supervises the manufacture of Bermuda perfumes sold by her company.

RUTH RICHARDS has been appointed buyer of cosmetics for Neiman-Marcus, Dallas, Texas. She was formerly buyer for I Magnin in Beverly Hills, Calif. and prior to that was associated with the Shepard Co. in Providence, R.I. and with Max Factor & Co.

EDWARD V. KILLEEN, dean of the essential oil industry, who recently completed 60 years of service with George Lueders & Co. was the guest of honor at a dinner



Edward V. Killeen

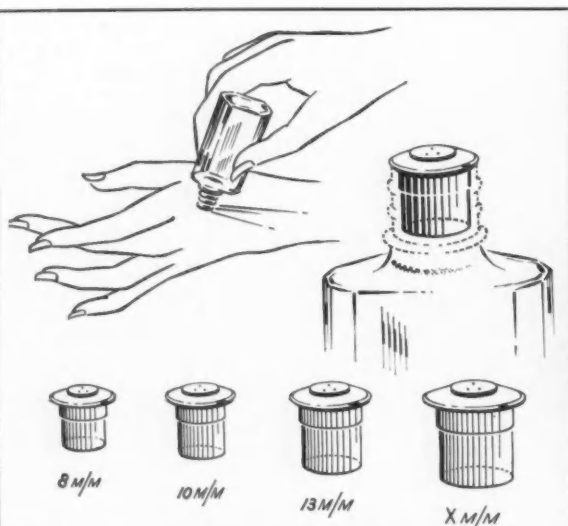
tendered to him at the Montauk Club, Brooklyn by the officers and directors of the company. He reciprocated a few days later with a luncheon to the same gentlemen at the Drug & Chemical Club. All expressed the wish that Mr. Killeen would continue to be associated with the company for many more years. With his usual grace Mr. Killeen responded in a fitting manner.

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NAT OTTE, popular secretary of the Drug, Cosmetic and Chemical Credit Men's Assn., is on an extended tour through the south and the midwest.

JOHN UTTERMARK and GEORGE F. WEBER were both admitted to the Veterans Organization of George Lueders & Co. late in January. Both have completed 25 years of continuous service with the company. Each was guest of honor at a luncheon at which time the usual service pin and gifts from the company and associates were presented.

HARRY B. WASSERMAN is now New England division sales manager for Bymart Inc. maker of Tintair. He was manager of the Carroll drug chain for 17 years and president and general manager of Bombi Perfumers Inc.

DR. GEORGE URDANG, well known pharmaceutical historian and director of the American Institute of the History of Pharmacy, is the 1951 recipient of the Lascoff award. It will be presented at the annual convention of the American College of Apothecaries in Buffalo in August.

MISS JILL JESSEE, for many years promotion manager for Lenthic Inc. who is well known as a contributor of stimulating articles on promotion and merchandising in various business papers, announces the completion of "Perfume Album," a book which gives the story of raw materials and per-



Miss Jill Jessee

fume processes in an informal chatty style. The book is expected to be ready for delivery next month.

MISS ELIZABETH ARDEN is chairman of the cosmetics section of the 1951 drive of the National Foundation for Infantile Paralysis.

HUGH McGRANAHAN, former football coach of Ohio State University, has been appointed divisional sales representative for Bymart Inc., New York in Georgia and Alabama.

DR. KARL TODENHOEFER, formerly technical director of Schimmel & Co. Miltitz, Germany has joined Dragoco, Holzminden, Germany, as technical director. DR. HILMAR BAST, his assistant, has also joined Dragoco.

Obituary

John A. J. Wymalen

John A. J. Wymalen, former president of Polak & Schwarz Inc., New York, N.Y. died January 24 at his home in Ridgewood, N.J. at the age of 63 years.

He began his career with the company 35 years ago in Holland. Soon after that he came to the United States to supervise the interests of the company here and in 1935, when an American branch was established, he was made president. He retired as president in 1948 and has acted as chairman of the board since then. He is survived by his wife.

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(Alcohol sulfate) skin and hair detergent par excellence.

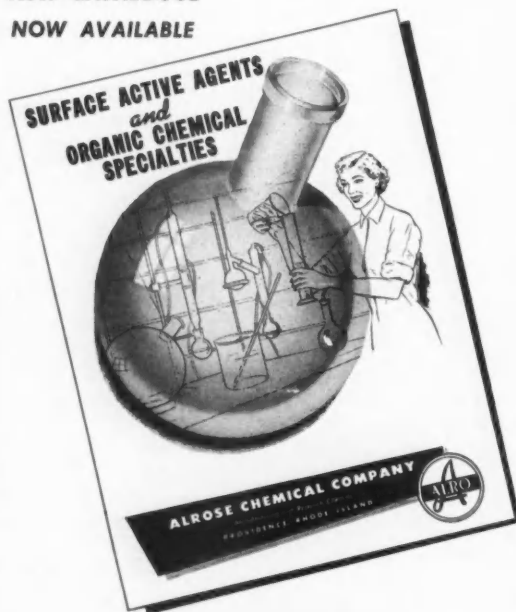
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The American Perfumer

Market Report

Shortages in Many Basic Products

THE beginning of a new year brought about further advances in aromatic chemicals, essential oils, and other necessary raw materials for the manufacture of cosmetics, soaps and perfumes. The major problem among dealers and producers, however, proved to be the availability of supply.

Raw Materials Up

The rising price trend in aromatics reflected mounting basic material costs while in the oil group dealers were confronted with steadily rising replacement costs, and generally reduced offerings particularly from Europe.

Reduced Production

The essential oil trade is feeling the effects of reduced production schedules brought about by the downward price curve noted in the years prior to 1950. Upset world conditions unquestionably are adding to the confusion plus the fact that consumers are particularly anxious to maintain comfortable inventories in the event that supplies become impossible to obtain.

Lemongrass Tight

In some lines it has been necessary for dealers to adjust selling schedules in an effort to discourage further buying, thereby protecting limited unsold stocks for use by regular consumers. Native lemongrass reached a new high level on the upward trend that has featured this article for many months. The use of lemongrass oil in the manufacture of citral for ionones has increased because of a similar tight supply position in lemon oil, and a fraction of lemongrass has likewise been commanding considerable attention for use in the manufacture of synthetic vitamin A.

Oils of Italian origin, namely bergamot and lemon, were strong. Shipping prices on bergamot were

increased by 75 cents a pound for January as compared with the December quote as established by the Consortium and, because of the reduced quantities offered for January, the spot market moved up sharply. The new crop only started in December and it will probably be several months before any marked change can be expected by the appearance of new crop oil. Europe has been getting a fair share of bergamot oil since foreign buyers have been willing to pay better prices. For a time Italian lemon oil showed indications of easing but toward the close of the period under review shipping prices again turned firmer.

Soap Materials

With synthetic detergent production seriously threatened by the critical supply situation in benzol, especially in view of the fact that the rubber program will require increasing amounts of the coaltar product, a greater degree of optimism prevailed in those articles that are a must in the soap kettle such as tallow, gum rosin, and some of the basic chemicals. Any stepped up operations in the soap industry will result in an upturn in glycerin production.

Gum Rosin

Gum rosin prices have shown a marked recovery since the start of the naval stores year in April. Because of current unfavorable weather conditions, production of gum rosin will remain virtually at a standstill for the next few months. Stocks have been depleted and there is some fear among major suppliers that the current supply may not prove sufficient to meet the requirements of both domestic and foreign buyers over the current quarter.

Virtually all types of orange oil

display considerable strength. The overall picture is considerably different from the one prevailing a year ago at which time substantial quantities were available from Florida. Starting from a low level of 45¢ a pound back in July prices of Florida orange oil have been steadily rising and it is believed that the price in Florida will be over \$2 per pound within a few weeks. There is very little oil offered from that area as compared with the quantities available last year due to changes in processing methods in treating the fresh fruit. This marked change has in turn aided the situation with regard to California oil and prices for the latter variety of orange are firmly maintained.

Menthol

Despite the fact that menthol prices are considerably above those during December, some observers feel that the spot market will go still higher before the heavy consuming season is over. Predictions of a 17 dollar market have been heard. No further replacements from China are possible. Shipping prices from Japan have been steadily advancing and offerings of Brazilian menthol for February-March shipment from distillation of new crop peppermint oil have been limited.

Glycerin

Any increase in soap kettle operations which in turn would result in an increased output of glycerin would be welcomed. Demand for refined glycerin, particularly in view of the number of defense orders in the market, kept the article in a short supply position. Synthetic glycerin production is expected to be increased but the full effects of the expanded output will not be felt until late this year.



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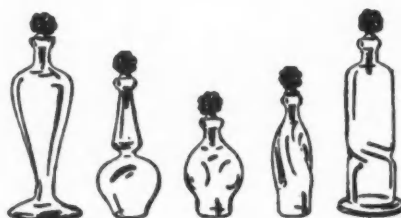
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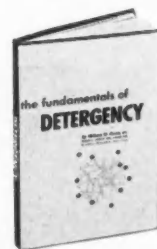


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Sweet True65@	.90	Leaf	1.35@	1.50	Mace	4.00@	4.35
Apricot Kernel50@	.58	Citronella, Ceylon	2.00@	2.40	Marjoram	3.75@	4.50
Amyris	1.75@	1.90	Java	2.45@	2.70	Neroli, Bigarde P.	85.00@	95.00
Angelica Root	150.00@	190.00	Java type	2.25@	2.50	Petale, extra NF	155.00@	180.00
Anise, U. S. P.	1.90@	2.10	Cloves, Zanzibar	2.75@	2.90	Nutmeg	3.85@	4.10
Aspic (spike) Span	1.85@	2.10	Madagascar	2.85@	3.00	Ocotea Cymbarum	1.00@	1.10
Avocado	1.10@	1.50	Copaiba	2.50@	2.90	Olibanum	5.30@	7.00
Bay	1.60@	2.00	Coriander	25.00@	35.00	Opopanax	42.50@	47.00
Bergamot	7.50@	8.00	Croton	5.00@	6.20	Orange, Florida	1.80@	2.00
Artificial	3.85@	5.25	Cumin	5.10@	6.00	Brazilian	1.50	Nom'l
Birchtar, crude	1.65	Nom'l	Dill—			Calif., exp.	2.00	
Birchtar, rectified	4.75@	5.00	Weed	4.85@	5.35	Orris Root, abs. (oz.)	65.00@	70.00
Bois de Rose	4.65@	5.05	Seed	6.50@	7.80	Artificial	36.00	Nom'l
Cade, U. S. P.40@	.60	Erigeron	5.75@	6.00	Patchouli	24.00@	26.00
Cajeput U. S. P.	2.65@	2.85	Eucalyptus	1.20@	1.45	Pennyroyal, Amer.	4.10	Nom'l
Cajuput (technical)	2.10@	2.50	Fennel, Sweet	3.00@	3.50	European	5.25@	5.85
Calamus	20.00@	25.00	Garlic (oz.)	7.50@	8.00	Peppermint natural	6.95@	7.20
Camphor sassafrassy28@	.45	Grapefruit	1.35@	1.60	Redistilled	7.35@	8.30
Cananga, native	5.35@	5.60	Geranium, Rose, Algerian	23.00@	30.00	Petitgrain	3.10@	3.50
Rectified	6.35@	6.60	Bourbon	25.00@	32.00	Pimento, Berry	4.30@	5.50
Caraway	4.05@	5.10	Turkish	7.95@	10.00	Leaf	1.80@	2.05
Cardamon	60.00@	85.00	Ginger	22.00@	25.00	Pinus Sylvestris	2.65@	2.85
Cascarillo	40.00@	48.00	Guaiac (Wood)	1.90@	2.20	Pumilio	3.00@	3.25
Cassia, rectified, U. S. P.	5.00@	5.50	Hemlock	2.30@	2.55	Rose, Bulgaria (oz.)	35.00@	60.00
Cedar leaf U. S. P.	3.25@	3.50	Juniper Berry	3.25@	5.00	Synthetic, lb.	22.00@	28.00
Cedar Wood60@	.75	Laurel leaf	4.00@	4.85	Rosemary, Spanish95@	1.25
Celery	17.00@	17.75	Lavandin	4.00@	4.90	Sage, Spanish	1.50@	2.00
Chamomile Hungarian	250.00@	280.00	Lavender, French	4.35@	8.75	Sage, Dalmatian	14.00@	15.25
			Lemon, Calif.	4.25@	4.50	Sandalwood, N. F.	12.50@	13.80
			Italian	3.75@	8.00	Sassafras—		
			Lemongrass	3.90@	4.35	Artificial85@	1.25
			Limes, distilled	6.50@	7.25	Natural, dom.	2.00@	2.15
			Expressed	10.50@	13.75	Snake root	31.00@	35.00
			Linaloe wood	3.80@	4.25	Spearmint	4.80@	5.60

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Position

Spruce	2.30@	2.55
Sweet birch Southern	2.50@	3.75
Northern	5.50@	8.00
Tansy	8.60@	9.00
Thyme, red	2.15@	2.85
White	2.50@	2.90
Valerian, extra	75.00@	88.00
Vetiver—		
Haitian	22.00@	25.00
Java	25.00@	27.00
Bourbon	25.00@	30.00
Wintergreen, Southern	3.50@	14.00
Northern	6.25@	17.25
Wormseed	6.85@	7.50
Wormwood	7.00@	7.25
Ylang Ylang, Bourbon	16.50@	23.00
Haitian	12.85	Nom'l

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Bay	2.65@	2.90
Bergamot	13.75@	17.00
Grapefruit	30.00@	38.00
Lavender	8.00@	10.50
Lemon	42.00@	48.50
Lime, ex.	80.00@	90.00
Distilled	55.00@	62.00
Orange sweet	85.00@	110.00
Peppermint	14.00@	15.50
Petitgrain	5.35@	6.40
Spearmint	7.00@	8.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.65@	1.85
Alcohol C 8	2.00@	2.35
C 9	13.00@	14.10
C 10	2.00@	2.30
C 11	14.50	
C 12	2.30@	2.65

Aldehyde C 8	9.00@	11.00
C 9	17.10@	17.30
C 10	8.35@	8.50
C 11	19.25@	22.00
C 12	15.85@	16.10
C 14 (Peach so-called)	7.00@	7.50
C 16 (Strawberry so-called)	6.25@	7.10
Amyl Acetate	.60@	.70
Amyl Butyrate	1.00@	1.10
Amylcinnamic Aldehyde	2.00@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.30@	1.60
Amyl Salicylate	.95@	1.10
Amyl Valerinate	1.80@	2.25
Anethol	1.55@	1.70
Anisic Aldehyde	2.40@	2.70
Anisyl acetate	5.85@	6.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.73@	.80
Benzyl Benzoate	.90@	1.00
Benzyl Butyrate	2.00@	2.35
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.58@	1.80
Benzyl-Iso-Eugenol	9.75@	10.00
Benzyl Propionate	1.60@	2.20
Benzyl salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	14 1/2@	15 1/2
Cinnamic Alcohol	3.10@	3.75
Cinnamic Aldehyde	1.30@	1.65
Cinnamyl Acetate	3.75@	4.50
Citral, C. P.	6.85@	7.30
Citronellol	3.50@	3.90
Citronellyl Acetate	4.60@	5.40
Citronellyl butyrate	6.35@	7.10
Coumarin	3.00@	3.25
Cuminic Aldehyde	5.90@	6.35
Diethylphthalate	.40@	.45
Dimethyl Anthranilate	5.50@	5.90
Diphenyl Methane	1.20@	1.50
Ethyl Acetate	.26@	.30

Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.80@	.95
Ethyl Capronate	2.20@	3.15
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.65@	.75
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	.95@	1.25
Ethyl Vanillin	6.75@	6.80
Eucalyptol	2.25	Nom'l
Eugenol	3.25@	3.90
Geraniol, dom.	2.75@	3.25
Geranyl Acetate	3.25@	3.80
Geranyl Butyrate	5.85@	6.75
Geranyl Formate	6.00@	6.50
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.10@	3.90
Hydrotropic Aldehyde	6.30@	6.85
Hydroxycitronellal	8.95@	9.30
Indol, C. P.	20.50@	22.00
Ionones		
Beta	8.50@	10.25
Methyl	7.05@	7.40
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	1.00@	1.75
Iso-butyl Benzoate	1.15@	1.75
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.00@	4.90
Iso-safrol	2.10@	2.80
Linalool	6.00@	6.40
Linalyl, Acetate 90%	6.00@	6.75
70%	4.00@	4.60
Linalyl Formate	11.20@	12.00
Linalyl Propionate	10.00@	11.10
Menthol	15.00@	16.50
Methyl Acetophenone	1.60@	1.90
Methyl Anthranilate	2.80@	3.15
Methyl Benzoate	.60@	1.00
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	7.75@	8.25
Methyl Heptine Carbonate	45.00@	60.00
Methyl Naphthyl Ketone	3.25@	4.75
Methyl Phenylacetate	1.30@	1.85
Methyl Salicylate	.55@	.80

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Musk Ambrette	5.60@	5.85
Ketone	5.00@	5.30
Xylene	1.80@	2.20
Neroline (ethyl ether)	2.50@	2.75
Paracresyl Acetate	2.15@	2.75
Paracresyl Methyl Ether	2.50@	3.00
Paracresyl Phenyl-acetate	4.75@	5.40
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	2.00@	2.50
Phenylethyl Alcohol	1.90@	2.25
Phenylethyl Butyrate	4.15@	4.35
Phenylethyl Propionate	3.30@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.75@	6.00
Phenylpropyl Acetate	4.25@	4.85
Safrol	1.10@	1.40
Scatol C. P. (oz.)	2.65@	3.40
Styrollyl Acetate	1.90@	2.50
Vanillin (clove oil)	5.00@	5.50
(guaiacol)	3.00@	3.05
Lignin	3.00@	3.05
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.35@	10.25
Yara Yara (Methyl ether)	2.25@	2.80

BEANS

Tonka Beans Surinam	1.00@	1.10
Angostura	1.75@	1.80
Vanilla Beans		
Bourbon	3.50@	4.25
Mexican, whole	7.50@	8.00
Mexican, cut	6.50@	6.75
Tahiti	2.75@	2.95

SUNDRIES AND DRUGS

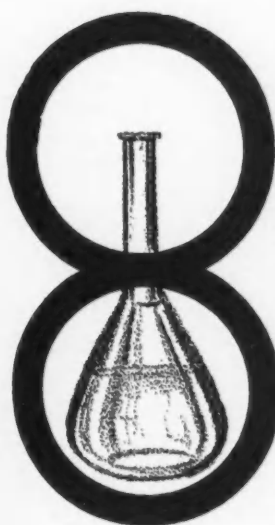
Acetone	10 1/4@	14
Ambergris, ounce	8.50@	18.00
Balsam, Copaiba	1.35@	1.50
Peru	1.50@	1.75

Beeswax, bleached, pure		
U. S. P.	.73@	.75
Yellow, refined	.65@	.68
Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	63.75@	88.25
Boric Acid, gran. U. S. P.		
ton	169.00@	193.50
Calcium, Phosphate	.06 1/4@	.06 1/2
Phosphate, tri-basic	.06 3/4@	.07 1/2
Camphor, pwd., domestic	.55@	.57
Castoreum, nat., cans	7.85@	15.00
Cetyl, Alcohol	1.50@	1.55
Chalk, precip. bags, cts	.02 7/8@	.03
Cherry Laurel Water, jug,		
gal.	1.25@	1.70
Citric Acid USP cryst	28 1/2@	29 1/2
Civet, ounce	4.50@	15.00
Cocoa butter, bulk	.74@	.75
Cyclohexanol (Hexalin)	.35 1/2@	.36
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	54 3/4@	.59
Gum Arabic, pwd.	.21@	.22
Amber	14 1/2@	15 1/2
Gum Benzoin, Siam	3.85	Nom'l
Sumatra	.65@	.75
Gum Galbanum	.80@	.95
Gum Myrrh	.35@	.37
Henna, pwd.	.27@	.29
Kaolin	.05@	.07
Labdanum	5.00@	7.00
Lanolin, hydrous	.29@	.30
Anhydrous	.32@	.34
Magnesium, carbonate	.11 1/4@	.14
Stearate	.45@	.47
Musk, ounce	45.00@	50.00
Olibanum, tears	.16@	.30
Siftings	.12@	.18
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.16@	.25
Paraffin	.07@	.07 1/2
Peroxide (hydrogen U. S. P.)		
bbls.	.03 3/4@	.05
Petrolatum, white	.08 3/8@	.09 1/2
Quince Seed	1.00@	1.50

Rice Starch	.11@	.12 1/2
Rose flowers, pale	.40@	.48
Rose Water, jug (gal.)	2.00@	2.50
Rosin, M. per cwt.	10.50@	—
Salicylic Acid	.44@	.49
Saponin No. 1	2.45@	2.60
Silicate, 40°, drums, works,		
100 pounds	1.60@	1.85
Sodium Carb.		
58% light, 100 pounds	1.60@	4.62
Hydroxide, 76% solid, 100		
pounds	3.35@	4.55
Spermaceti	30 1/2@	31 1/2
Stearate Zinc U. S. P.	.44@	.46
Styrax	1.50@	1.85
Tartaric Acid	39 1/4@	.41
Tragacanth, No. 1	3.65@	3.80
Triethanolamine	26 1/4@	27 1/4
Violet Flowers	2.00	Nom'l
Zinc Oxide, U. S. P. ctns.	19 1/4@	20 1/4

OILS AND FATS

Castor, refined, drums	.32@	32 1/2
Coconut, crude, Atlantic		
ports, tanks	18 1/2@	.19
Corn, crude, Midwest, mill,		
tanks	22 5/8@	—
Corn Oil, refined, tanks	28 1/2@	—
Cottonseed, crude tanks	21 3/4@	.22
Grease, white	16 3/4@	.17
Lard, Chicago	.17	Nom'l
Lard Oil, common, No. 1		
drums	.20@	20 1/2
Olive, edible (gal.)	3.00@	3.25
Palm Congo drums	20 1/2	Nom'l
Peanut, refined tanks	.26@	—
Red Oil, single distilled		
drums	26 1/2@	.27
Stearic Acid		
Triple Pressed	27 1/4@	.28
Double Pressed	.25@	25 1/2
Tallow, acidless, drums	.20@	.21
Tallow, extra	16 3/4@	.17
Whole oil, refined		Nom'l



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February, 1951 161

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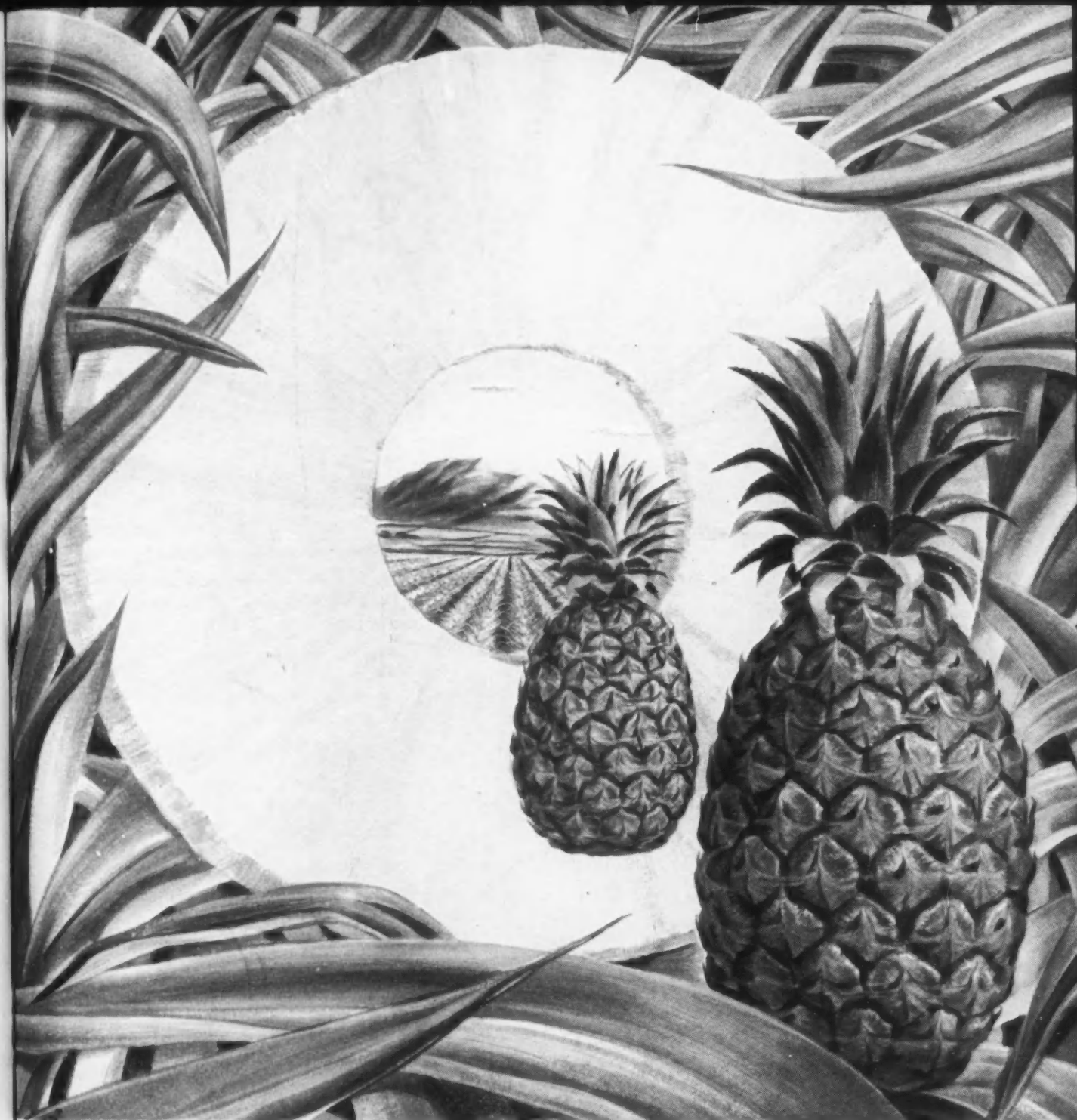
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